APRIL 5, 1954

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NEWSPAPER

Dec54 H-

IN THIS ISSUE:

23RD year

KFMB-TV

CBS

ABC • DU MONT

SAN DIEGO, California...

still FIRST in America's Fastest Growing Billion-Dollar-Market!

SAN DIEGO, Nation's 24th Largest City*

Bigger than...

- Indianapolis, Ind.
- Columbus, Ohio
- Jersey City, N. J.
- Miami, Florida
- Hartford, Conn.

* Sales Management, 1953, Population

FIRST in-

Day-time,
Night-time,
All-the-time

RATINGS

PUBLIC LIBRARY

WRATHER - ALVAREZ BROADCASTING INC.

San Diego 1, California

Represented by EDWARD PETRY & CO., INC.

the first Five were TOPS
the next FIVE will be BETTER

1949 1950 — OBTAINED HIGHEST SET SATURATION FIRST YEAR

1950 1951 — FIRST PLACE— COLGATE COMEDY HOUR CONTEST

1951 1952 — INTER-FAITH AWARD FOR PUBLIC SERVICE

1952 1953 — FIRST PLACE— BLOCK DRUG —AMIDENT PROMOTION

1953 1954 — FIRST PLACE–BILLBOARD AWARD · AUDIENCE & SALES PROMOTION

FOR EVERY ADVERTISER
A PROVEN RECORD OF A WELL DONE JOB

. . . the BIG STATION
with the BIG *PLUS*

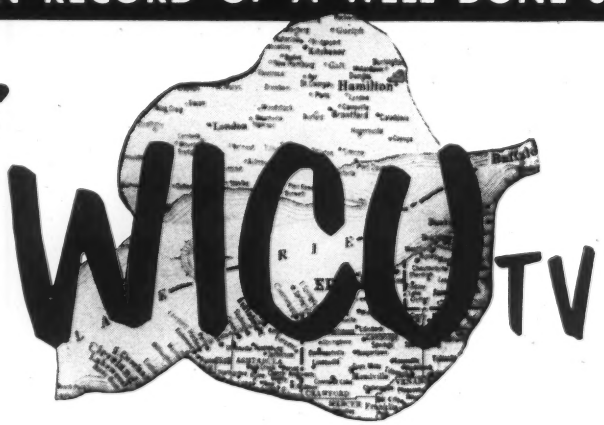
100% full time merchandising
WIKK · WICU · ERIE DISPATCH

• • •

RATED 70% over all area competition
93% receiver saturation
85% evening sets in use
70% afternoon sets in use
60% morning sets in use

• • •

600 million dollar market plus
NBC · ABC · DUMONT



ERIE, PA., choice of the tri-state viewers

• RADIO
• TV
• NEWSPAPER

EDWARD LAMB Enterprises INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO. WASHINGTON OFFICE...1177 NATIONAL PRESS BLDG.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

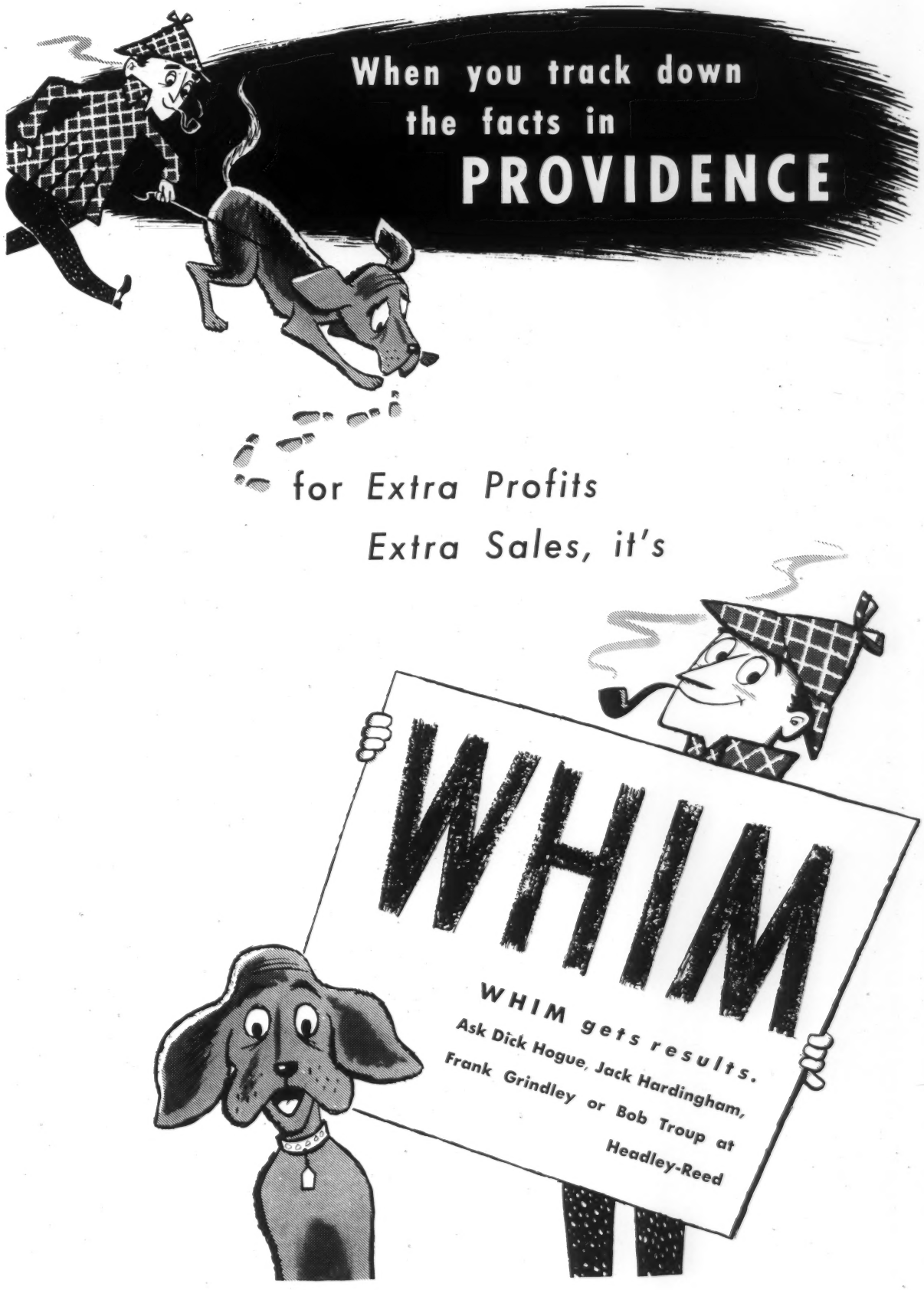
WIKK-AM—Erie, Pa.
H.-R. Co.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Forjoe

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald



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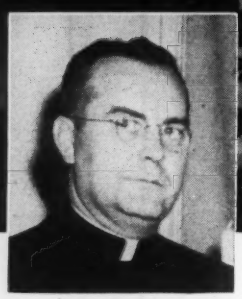


To inspire and further inter-religious understanding...

Aware of its responsibilities to the communities it serves, for the past five years WGAL-TV has presented a series of inter-religious telecasts every Sunday night at six o'clock, "Sanctuary Time."

A permanent committee of three, consisting of a man from each of the three major faiths, worked out the details of the series on a rotating schedule: Protestant, Catholic, Jewish.

Each Protestant program features a member of the Ministerial Association conducting an abbreviated service. The Catholic and Jewish programs are of a nature covering the various rituals and symbols of these religions.

Throughout its five years of service, WGAL-TV has striven to further inspire and strengthen inter-religious understanding with such programs as "Sanctuary Time." The complimentary mail response proves the value of this programming and its importance to the communities that WGAL-TV serves.

WGAL-TV

NBC · CBS · ABC · DuMont

LANCASTER, PENNA.

Steinman Station

Clair McCollough, *President*

Mr. Channel 8

Represented by

MEEKER TV, Inc.

New York Chicago Los Angeles San Francisco

closed circuit

WITHIN NEXT 30 days, NBC Spot Radio and Tv Sales reportedly will enter arrangement with Crosley Broadcasting on mutual radio and tv representation. NBC will take over West Coast representation for Crosley from Tracy Moore & Assocs. and also will represent Crosley stations in Detroit. Crosley will maintain its branch offices in New York and Chicago, expanding former, and also will represent NBC Spot in Crosley station cities: Cincinnati, Dayton, Columbus, Atlanta.

★ ★ ★

ANTI-TRUST probers of Justice Dept., whose agents are still scanning advertising industry files in search for conspiracy clues, now reportedly showing preference for consent-decree settlements in lieu of long and expensive litigation. According to sources close to policy-making level, anti-trust officials are becoming more court-shy as result of such setbacks as DuPont and investment trust decisions.

★ ★ ★

PRELIMINARY talks looking toward possible merger of competing applicants for St. Louis ch. 4 were disclosed last week with postponement of hearing until today (Monday) at request of attorneys. Contestants: KWK, KXOK and Missouri Valley Tv Co. Latter is half-owned by Stanley Hubbard's KSTP-AM-TV St. Paul. Whether deal will emerge is anybody's guess.

★ ★ ★

CONFERENCE with Mexico on standard band broadcasting allocations ended in stalemate in Washington last week. Delegations from Mexico, headed by Communications Minister Carlos Nunez, and from U. S., headed by FCC Chairman Rosel H. Hyde, agreed to recommend to their respective governments that delegations meet again in Mexico City beginning Oct. 28. No interim understanding was reached because of Mexico's objections to NARBA agreement on ground that it gives preferential assignments to Cuba.

★ ★ ★

COMR. ROBERT E. LEE has served his first special assignment since joining FCC last October. He was designated by Chairman Hyde as vice-chairman of U. S. delegation dealing with Mexico on standard band broadcasting allocations. Because Mr. Hyde, as chairman of delegation, had to absent himself because of other duties, Mr. Lee several times served as acting chairman during sessions.

★ ★ ★

SALE of operating uhf property, ch. 19 WTVH-TV Peoria, Ill., has been negotiated by Hugh Norman (KSTT Davenport, Iowa) for about $225,000 to Peoria *Journal-Star* through Blackburn-Hamilton Co., broker. Contract was to be signed over weekend. WTVH-TV is ABC-TV, DuMont outlet.

★ ★ ★

IDEA of expanding vhf video band is arousing interest on Capitol Hill. Harassed legislators, on receiving end of complaints from unhappy uhf investors, have been told present sets could be adapted to new vhf channels in fm band or above ch. 13 by simple replacement of tuner, avoiding roof-scrambling search for signals by crews installing uhf converters in vhf sets. Factory cost of all-channel vhf tuner, it's believed, would be less than vhf-uhf assembly.

★ ★ ★

NEXT step in remote operation of transmitters will be petition for experimental permit to test unattended service for directional and higher-powered equipment. Subject will come to head at NARTB Engineering Conference in May when objectives of projected tests are to be reviewed.

★ ★ ★

NORTH CAROLINA Congressional delegation said to be up in arms over FCC proposal to provide increased protection to Class I-A clear channel stations [B•T, March 15]. Backing protests are Rep. L. H. Fountain (D-N. C.), law partner of V. E. Fountain, president, WCPS-AM-FM Tarboro, and Sen. Alton A. Lennon (D-N. C.). Position taken is that home state "will be dumping ground for directional signals." Watch for possible filings with FCC with Tarheel legislators claiming economic injury and loss of satisfactory service.

★ ★ ★

IT may be the gruelling pace of tv hearings —or it may be good business protection, but North Dade Video Inc., one of applicants for Miami's ch. 10, has written a $40,000 insurance policy on life of its attorney, A. Harry Becker, to run until final action by Commission in its hearing. Premiums run more than $600 a year. Opposing Miami are three other applicants, WKAT, L. B. Wilson Inc. (WCKY Cincinnati) and Public Service Tv Inc.

★ ★ ★

BROKERAGE FIRMS report volume of uhf stations being offered at bargains is steadily increasing. In most instances, they say, the offers are from businessmen who invested in uhf probably figuring on quick capital gain. But they haven't been forthcoming and, in some cases, stations are being offered for balance due on equipment and other obligations.

★ ★ ★

CONFLICT between broadcasting and organized sports officials over spread of bans against radio-tv pickups will come to head at NARTB convention in May. Spokesmen for professional and amateur groups will take part in no-punches-pulled session at which such matters as unreasonable scholastic fees and monopolistic control over football telecasts will be threshed out.

★ ★ ★

SEN. HARLEY M. KILGORE's staffers working on West Virginia Democrat's "crusade" against alleged radio interests monopolizing communications field at expense of tv are thinking of compiling state-by-state ownership of all radio and tv stations for additional fodder to be used by Senator.

IN THIS ISSUE

LEAD STORY

BAB sets record $687,000 budget for upcoming fiscal year, aims for $800,000 by next March. *Page 27.*

ADVERTISERS & AGENCIES

Loss of Campbell Soup account spells end for Ward Wheelock agency. *Page 29.*

FILM

Walt Disney, ABC-TV set multi-million-dollar pact for weekly film show. *Page 31.*

Television Programs of America signs Ronald Colman for $50,000 per program *Halls of Ivy* series. *Page 32.*

FACTS & FIGURES

Radio-tv billings gross for '54 is up over last year: Radio sales slump some, but tv gains more than make up the loss. *Page 33.*

Nielsen does a survey for Keystone which shows that small town listener loyalty is high. *Page 34.*

TRADE ASSOCIATIONS

SRA-AAAA committee to study proposal for all-audio IDs on tv. *Page 36.*

Broadcasters pay tribute to retiring NARTB Board Chairman Justin Miller. *Page 43.*

GOVERNMENT

FCC Broadcast Bureau says tv hearings are too long, wants review of procedures. *Page 48.*

Senator Bricker says Congress will find answer to the license fee question. *Page 51.*

Senator Johnson says he won't seek re-election this fall. *Page 51.*

FEATURES

The National Barn Dance: a national classic. *Page 66.*

How to brighten tv programs with visual aids. *Page 70.*

EDUCATION

Ohio State U. Institute for Education by Radio-Tv is underway in Columbus this week. *Page 78.*

STATIONS

George Storer Jr. named vice president for planning and finance for the Storer Broadcasting Co. *Page 81.*

John Hay (Jock) Whitney enters broadcasting with $4 million buy of KOTV (TV) Tulsa from Jack Wrather and Maria Helen Alvarez. *Page 82.*

NETWORKS

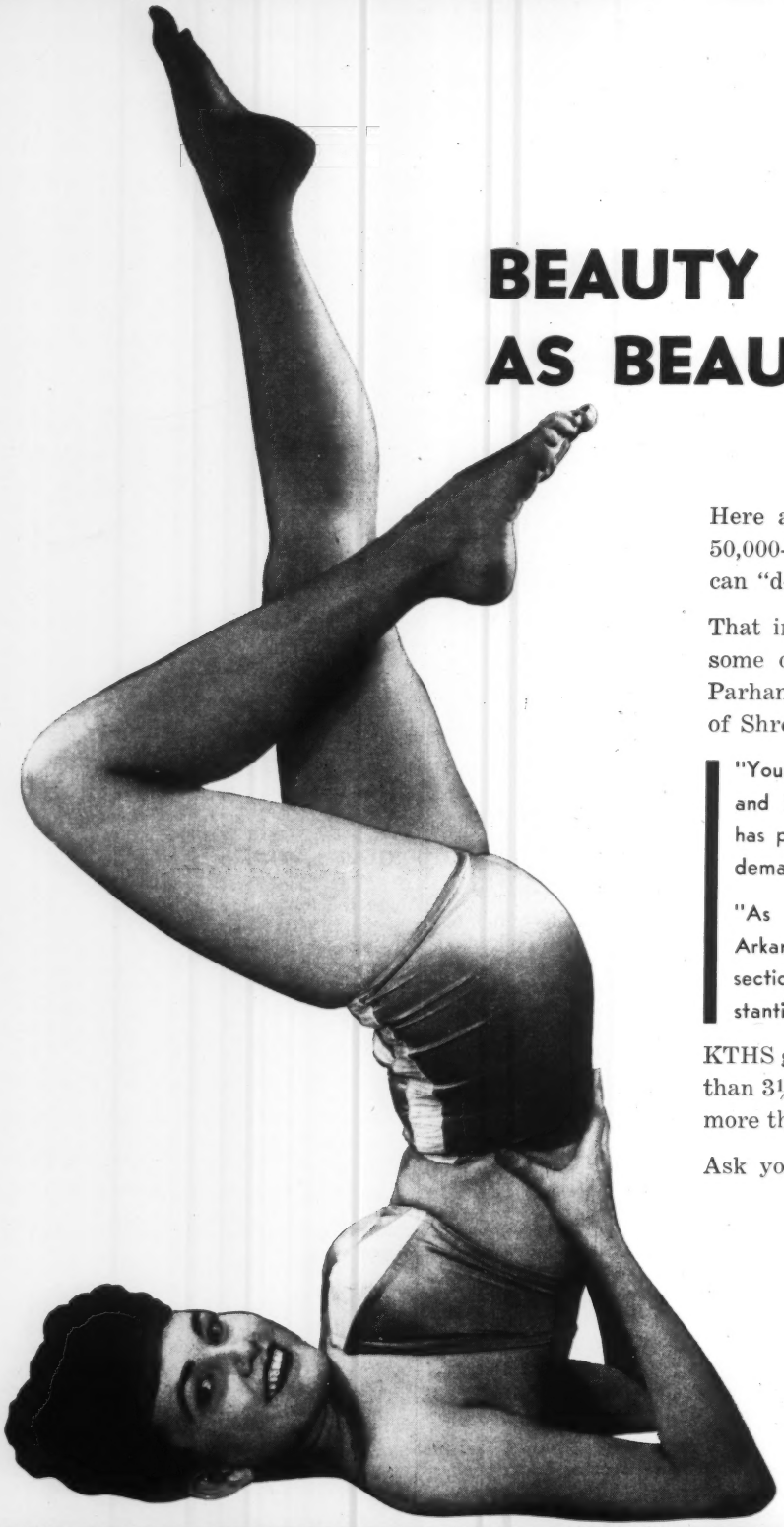
NBC's controversial minute-spots plan awaits testing. It lacks both sponsors and affiliate approval. *Page 88.*

MANUFACTURING

Expanded operations in all divisions of CBS Inc. add up to make 1953 the company's record year. *Page 90.*

FOR THE RECORD

Weekly TELESTATUS summary of all operating tv stations and their estimates of tv sets plus commencement target dates of all tv grantees. *Page 103.*



BEAUTY IS AS BEAUTY DOES!

(AND KTHS DID IT!)

Here at KTHS we are mighty proud to be the only 50,000-watt station in Arkansas — the only station that can "deliver" *most* of the State.

That in itself is a pretty story. But prettier still are some of the *selling* jobs we do. Here's what O. J. Parham, President of O. J.'s Beauty Lotion Company of Shreveport, wrote us recently:

> "Your know-how, your willing and efficient cooperation, and KTHS's power to deliver to all parts of Arkansas has proven tremendously effective in creating a greater demand for our product.
>
> "As proof positive of your complete coverage of Arkansas, our sales volume figures show that each section of the State has contributed toward this substantial increase in the demand for O. J.'s Beauty Lotion."

KTHS gives interference-free daytime coverage of more than 3¼ million people — primary daytime coverage of more than a million people! And those people LISTEN!

Ask your Branham man for the whole KTHS story.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
S. G. Robertson, General Manager

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

Salaries of RCA Executives Shown in Proxy Statement

BRIG. GEN. David Sarnoff last year received salary of $200,000 from RCA for service as corporation's board chairman, according to RCA proxy statement sent stockholders notifying them of annual stockholders meeting, to be held at 11 a.m., May 4 in RCA Bldg., New York. Statement also reports that Robert W. Sarnoff, executive vice president and board member of NBC received $55,313 in compensation from NBC during 1953.

Corporation proposes re-election of four present directors whose terms expire this year —Frank M. Folsom, Harry C. Hagerty, George L. Harrison and Charles B. Jolliffe. Stockholders are asked to approve new incentive plan "for employes who contribute substantially to the success of the corporation," for which company's top executive officers would be eligible.

Other RCA directors whose remuneration from RCA is reported in proxy statement include: RCA President Frank M. Folsom, $165,000 in salary; Lindsey W. Teagarden, executive vice president of RCA and vice president in charge of technical products, RCA Victor Div., $131,096 in salary, $3,540 in incentive compensation; Walter A. Buck, vice president and general manager, RCA Victor Div., $90,625 in salary, $15,000 in incentive compensation; Charles B. Jolliffe, RCA vice president and technical director, $70,100 in salary, $30,000 in incentive compensation; Edward F. McGrady, consultant to RCA, director of RCA, NBC, RCA Communications, $18,100; Gano Dunn, consulting engineer who died in April 1953, for professional services, director of RCA, NBC, RCA Communications, RCA Institutes, $14,200; Harry C. Ingles, president, RCA Communications, director of RCA, NBC, RCA Communications, $13,564 in salary, $5,000 in incentive compensation.

RCA Declares Dividends

RCA board Friday declared quarterly dividend of $.25 per share on common stock, payable May 25 to stockholders of record at close of business on April 25, and also dividend of $.87½ per share on first preferred stock for period April 1 to June 30, payable July 1 to holders of record at close of business June 14.

Disney-ABC Deal Signed; Shows To Start Next Fall

SIGNING of much-heralded agreement between ABC and Walt Disney, described as exclusive long-term contract under which Disney studios will produce at least 26 hour-long programs per year for ABC-TV and additionally give ABC exclusive rights to all present and future Disney television properties (early story page 31), announced jointly Friday by ABC President Robert E. Kintner and Roy O. Disney, president of Walt Disney Productions. AB-PT, parent of ABC, and Disney also entered commitment for development of projected Disneyland entertainment enterprise at as yet undetermined site in Southern California.

Hour-long programs to be produced by Disney studios—under Walt Disney's personal supervision—will be presented weekly on ABC-TV starting in October, with exact time period and sponsor yet to be announced. Speculation is that they will be scheduled Sunday evenings. They will involve "entirely new concept in television programming," combining live-action and cartoons in variety, adventure, romance and comedy programs.

EYE-FIDELITY

NEW occupational barrier now faces persons who aspire to repair color tv sets—color-blindness. Admiral Corp., Chicago, holding series of color television training schools for engineers and distributor personnel, specifies as passing requirement "ability to repair a color television receiver." Max Schinke, national service manager of Admiral Corp., said personnel discovered to be color-blind will be confined to black-and-white sets.

Maestro Toscanini Leaves 17-Year Symphony Post

ARTURO TOSCANINI, 87-year-old maestro who has conducted NBC Symphony Orchestra since 1937, is retiring following last (Sunday) night's final concert of winter season, Brig. Gen. David Sarnoff, RCA-NBC board chairman, announced. Gen. Sarnoff persuaded Maestro Toscanini 17 years ago to become musical director of NBC Symphony, created especially for him.

Maestro Toscanini told Gen. Sarnoff that "the sad time has come when I must reluctantly lay aside my baton." Gen. Sarnoff replied, "I am saddened, along with millions of people in America, indeed all over the civilized world, at the thought that we shall no longer be privileged to look forward to your broadcasts and concerts." NBC will carry spring season of radio concerts by NBC Summer Symphony Orchestra, starting April 11.

Bernays Turns to Bar-Keeps For Second Go at Tv Spots

EDWARD L. BERNAYS, public relations counsel, New York, who surveyed "influential men" earlier this year as kickoff to campaign to improve qualify and effectiveness of tv commercials [B•T, Feb. 1], reported Friday results of similar survey of "bar and tavern keepers, barbers, beauticians, and butchers." Where majority of "influential" or "intellectual" group found commercials "demoralizing," "insufferably repetitious," "anti-social," "unesthetic," etc., barbers, beauticians, butchers, and bar keepers found them "big-mouthed and low," "cheap," "noisy," "air of limburger," "too much borax and bunk," Mr. Bernays said. Results of his first survey aroused sharp rebuttal.

Insisting he conducted these surveys "in the public interest," not for any client, Mr. Bernays reported "it is true that a few people like commercials" and that "a very small handful" accept commercials as form of admission payment, but that, overall, "the people of the U. S., whatever their station or profession, are for a large part resistant to present tv commercials and that sponsors and advertising agencies are approaching the point of diminishing returns." Among second survey group, he said, average listening time was 22.3 hours per week.

• BUSINESS BRIEFLY

HOT WEATHER SPECIAL • Eskimo Pie, N. Y., seasonal advertiser, will place radio and television spot announcement campaign in more than 30 markets, starting April 15 and running to end of July. Radio frequency will average 15 spots per week and television seven per week. Buchanan & Co., N. Y., is agency.

PUSH FOR POLISH • Simoniz Co., Chicago, through Sullivan, Stauffer, Colwell & Bayles, N. Y., is planning radio spot announcement campaign to be placed in 60 cities, starting mid-April for 13 weeks.

GASOLINE INTRODUCTION • Phillips Petroleum, through Lambert & Feasley, N. Y., introducing new gasoline with radio and television spot announcement campaign starting today (Mon.). About four spots per week to be used on some 30 tv and more than 75 radio stations.

FOUR-WEEK SPOTS • Yardley & Co., N. Y., preparing radio spot announcement campaign in 50 markets starting May 17 for four weeks, through N. W. Ayer & Son, N. Y.

AGENCY NAMED • Carter Products names Robert Otto & Co., international advertising agency, N. Y., to handle worldwide advertising for Rise, push-button shave.

KATZ RENEWED • Democratic National Committee has renewed advertising contract with Joseph Katz Co., Baltimore and New York. Agency handled Stevenson campaign in 1952 and is working on plans for future campaigns.

'MARGIE' RENEWED • Philip Morris & Co. (Philip Morris cigarettes) renews *My Little Margie* (CBS Radio, Sun., 8:30-9 p.m. EST) for 52 weeks. Agency: Biow Co., N. Y.

KFYO Affiliates with CBS

AFFILIATION of KFYO Lubbock with CBS Radio, effective June 1, announced Friday by William A. Schudt Jr., vice president in charge of station relations, CBS Radio. KFYO, which operates on 790 kc with 5 kw day and 1 kw night, is owned and operated by *Lubbock Avalanche-Journal* with Gordon Thompson as general manager. It has been affiliated with ABC, which said station will operate as dual affiliate under new lineup.

NBC Spot Data Outlined

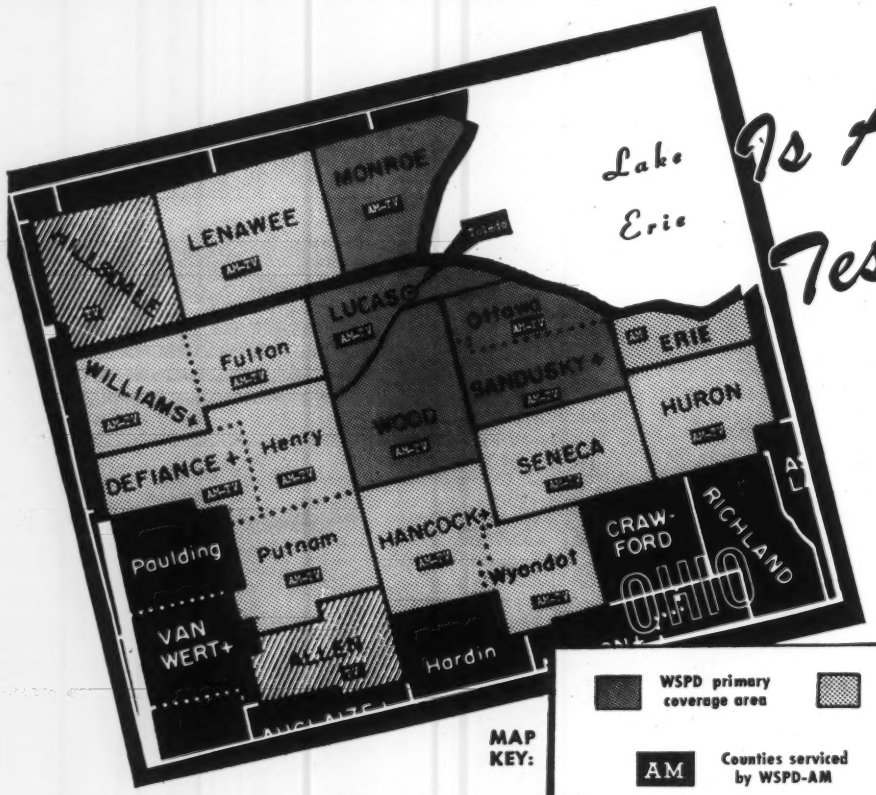
FIGURE showing 80% of NBC Radio affiliates apparently endorsing new spot announcement project (story page 88) was supplied by Harry Bannister, network vice president, according to Robert D. Swezey, WDSU New Orleans, chairman of affiliate subcommittee that has studied spot proposal. Mr. Swezey told B•T he personally had received to date about a dozen suggestions by affiliates that meeting be held to discuss spot plan.

ANA Meeting Dates Set

ASSN. of National Advertisers' annual meeting will be held at New York's Hotel Plaza Nov. 8-10, ANA is announcing today (Monday). In addition to advertiser members of ANA, invited guests will be advertising agency and media representatives.

WSPD's "Billion Dollar Market"

Is America's Testground



MAP KEY:

WSPD primary coverage area
WSPD secondary coverage area
Fringe area
AM Counties serviced by WSPD-AM
TV Counties serviced by WSPD-TV

The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,181,800
Families 359,150
Radio Homes 355,050
Percent tuned to WSPD-AM
Daytime 56.8%
Nighttime 48.6%
***Television Homes 279,029**
Percent tuned to WSPD-TV
Daytime 78%
Nighttime 91.5%

EFFECTIVE BUYING POWER
Total—$1,917,277,000
Per Capita $1,622
Per Family $5,338

RETAIL SALES
Total $1,409,122,532
Per Family $3,923
Spent For:
Food $332,271,000
Gen. Mdse. $137,070,000
Furniture & Household—$72,696,000
Automotive $311,027,000
Drug $36,600,000

Toledo's Metropolitan Area ranks high in the nation's 200 leading areas—

Toledo ranks 41st in total retail sales
Toledo ranks 39th in food store sales
Toledo ranks 42nd in gen. mdse. store sales
Toledo ranks 49th in apparel store sales
Toledo ranks 44th in home furnishing sales
Toledo ranks 34th in automotive store sales
Toledo ranks 38th in filling station sales
Toledo ranks 57th in building material and hardware store sales.
Toledo ranks 44th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

***January 1, 1954**

Authority for above listening and market information:

Standard Rate & Data Consumer Markets
Nielsen Coverage Service
Television Magazine

WSPD AM-TV
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

KAKE-TV Wichita Wins Ch. 10, Schedules July Target Date

KAKE-TV Wichita, granted ch. 10 there in final decision issued by FCC Friday, plans July commencement with RCA equipment, according to Mark H. Adams, president. Final ruling was made possible by withdrawal of competitive bid by Mid-Continent Tv Inc. Latter to have 50% interest in new firm to assume ch. 10 operation, under merger agreement terminating litigation [B•T, March 22]. Network and representative are in negotiation,

Wausau Applicants Merge; Other Actions at FCC

MERGER in Wausau, Wis., ch. 7 tv case set forth Friday in pleadings filed with FCC for dismissal of WSAU bid to clear Wisconsin Valley Tv Corp., in hearing status. Wisconsin Valley proposes to buy WSAU for $175,000 from John R. Tomek (51%) and Charles Lemke (49%). Latter acquires option for 25% in tv venture. Mr. Tomek would be retained as consultant at $6,000 per year with total guarantee $15,000.

Zenith Case Back to Court

ZENITH Radio Corp. asked U. S. Court of Appeals Friday to order FCC to give it hearing with Balaban & Katz Inc., not CBS—as ordered by Commission earlier last week—for Chicago ch. 2 (story page 54). Zenith claimed court ruling earlier this year told Commission hearing should be between Zenith and Balaban & Katz, original licensee of WBKB (TV) Chicago. Pending clarification of court's decision, FCC presumably will hold scheduled April 30 hearing in abeyance.

Uhf KACY-TV Goes Dark

KACY (TV) Festus-St. Louis, Mo., ceased operation Friday afternoon, asked FCC to permit station to remain dark pending "corporate reorganization," according to Robert S. Kilker, secretary-general counsel, Ozark Television Corp., holder of uhf ch. 14 permit. Station has lost "in excess of $250,000 in five months of operation," Mr. Kilker said. Reason for suspension (station intends to hold on to its CP for at least 120 days) is lack of affiliation with CBS-TV, Mr. Kilker said. Station filed $3 million anti-trust suit against CBS and WTVI (TV) Belleville, Ill. (St. Louis) last month on conspiracy charge [B•T, March 15]. Station is owned by Jack G. Garrison, Carl G. McIntire and other local businessmen.

Ball Clubs Challenge Trinity

CARDINALS, Yankees and Dodgers petitioned FCC Friday to reconsider ruling which granted renewal of license to Trinity Broadcasting Corp.'s KELP El Paso, Tex., and dismissed ballclub complaints [B•T, March 8]. Clubs held Trinity game re-creations illegal and deceptive.

FCC's Second Uhf Probe

MAJOR tv networks have been asked to supply data on programs for week of March 14-20 and stations which carried them, FCC Economics Div. reported Friday, indicating hope to complete second uhf-vhf progress study as soon as possible depending on timely filing of returns by networks and stations.

Financial reports of stations for 1953 were due Wednesday. Month-by-month comparison since last August is due April 27. Economics officials hope to have some data ready for April 27-29 Senate Commerce Committee inquiry on uhf.

Dallas Double-Tower Approved

FCC Friday approved application of KRLD-TV and WFAA-TV, Dallas, to move antenna site to common tower, jointly owned, 16.5 miles southwest of Dallas (story page 84).

Tampa Ch. 13 Hearing Set

ORAL argument on initial decision proposing to grant ch. 13 at Tampa, Fla., to WDAE there was scheduled by FCC Friday for May 3. Examiner's ruling proposed to deny bids of Tampa Tv Co. and Orange Tv Bcstg. Co. [B•T, Dec. 7, 1953].

Two Left in Huntington Contest

HUNTINGTON, W. Va., ch. 13 contest, in hearing status, was reduced to two applicants as FCC Friday announced approval for dismissal of bid by WCMI Ashland, Ky. Remaining are WHTN and WPLH, both Huntington.

IN CASE OF WAR

CONFIDENCE of general public in radio as source to confirm vital rumor, such as outbreak of war, was re-affirmed by results of survey made for WOR New York and announced today (Monday). Last year Alfred Politz research made study of radio's effectiveness for 11 radio stations represented by Henry I. Christal Co., and one finding was that 54.8% of people queried would turn to radio for verification of rumor of war. WOR commissioned Pulse to conduct special survey on same "rumor of war" question in heavily tv-saturated New York market. Figures being released today show that 52.4% would turn on radio; 12.1%, either radio or television; 10%, television; 6.1%, call police or fire department; 5.3%, call newspaper; 6.3%, "don't know"; 7.8%, miscellaneous answers.

Missouri U. Tv Protested; Lester Cox Hits Action

INVESTIGATION to find if operation of commercial radio or tv station by U. of Missouri "is entirely in the best interest of a majority of the citizens of the state" will be conducted by Missouri Broadcasters Assn., according to Robert Neathery, KWPM Alton, MBA president. Resolution adopted Friday at Jefferson City meeting, authorizing MBA directors to start inquiry. KOMU-TV already is being operated by school on ch. 8 at Columbia.

Lester Cox, KWTO-AM-TV Springfield, Mo., and chairman of university board of curator's tv committee, said,

"Association action is just a selfish dig at the university. The Attorney General has given us his ruling and the FCC has licensed us to operate in the public interest. If the broadcasting industry wants to investigate, there is nothing we can do about it. The station is a vital part of the teaching program." The university has no intention of trying to make KOMU-TV a profit-making commercial outlet, he said, but merely wants to defray expenses.

UPCOMING

April 5: NARTB Sports Committee, Ambassador Hotel, New York.

April 5-7: CBS-TV Film Sales clinic, New York.

April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.

April 8: Nebraska Broadcasters Assn., Hotel Paddock, Beatrice.

April 8-9: Iowa Broadcasters Assn., Ft. Des Moines Hotel, Des Moines.

April 9: Virginia Associated Press Broadcasters, National Press Club, Washington.

April 9-10: Washington State Assn. of Broadcasters, Ridpath Hotel, Spokane.

For other Upcomings see page 109.

PEOPLE

RICHARD K. BELLAMY, for past eight years director of publicity and promotion for Benton & Bowles, N. Y., in charge of publicity and promotion of such accounts as General Foods, Procter & Gamble, McKesson & Robbins, joins Kenyon & Eckhardt, N. Y., as promotion department manager, responsible for operation of all departmental divisions.

WILLIAM KING, account executive on Amazo Instant Dessert; **RICHARD ALLEWELT,** account executive on Beech-Nut Packing; and **ROBERT BARKER,** account executive on RCA account, appointed vice presidents by Kenyon & Eckhardt, N. Y.

JOHN F. GILLIGAN, vice president in charge of advertising, Philco Corp., retired Friday. He had been with company 32 years, serving in sales, advertising and order departments. He was lauded by James H. Carmine, executive vice president, for "skill in directing Philco's expanded and diversified advertising." **MORGAN GREENWOOD,** named general advertising manager last January, will supervise all advertising.

EDWARD W. STONE named district sales engineering manager for Chicago by Standard Electronics Corp., Claude Neon Inc. subsidiary. He was transferred from similar position at Newark headquarters.

'Omnibus' Will Return, But 'Excursion' Is Ended

FORD Foundation Tv-Radio Workshop's 90-minute *Omnibus* will return to television (and CBS-TV) for third consecutive year Oct. 17, resuming on 80 CBS-TV stations at 5-6:30 p.m. Sundays for 26 weeks, Robert Saudek, Workshop head, is announcing today (Mon.).

Program again will be offered for sponsorship by four advertisers, and B•T learned that at least one of past season's sponsors, Scott Paper Co., Chicago, has indicated willingness to renew. Scott agency is J. Walter Thompson Co. Workshop's present plans do not include resumption of *Excursion*, weekly half-hour program which has been carried on NBC-TV.

RETMA Adopts Plan to Cut Tv Receiver Interference

ALL SET MAKERS were urged Friday by Radio-Electronics-Tv Mfrs. Assn. to take part in voluntary industry program to minimize tv and fm radio set interference caused by radiation and spurious emissions. Dr. W. R. G. Baker, General Electric vice president and chairman of special RETMA committee, warned that failure of factories to adopt plan would bring regulatory action by FCC.

RETMA plan calls for use of 41.25 mc as tv intermediate frequency; for adherence to proposed tv and fm radiation limits, and voluntary submission of sets for testing and certification by independent laboratory. Situation is "serious," Dr. Baker said, noting some set makers are not conforming to FCC's 41.25 mc frequency or to tolerances.

FCC Chairman Rosel Hyde, after Commission studied RETMA plan, called it "significant advance" but only starting point. Further notice of proposed rule-making planned, he said. FCC will get reports on laboratory tests of sets.

WJMR Names McGillvra

WJMR-AM-TV New Orleans have named Joseph Hershey McGillvra Inc. as exclusive representative. WJMR-TV is CBS, ABC and DuMont affiliate, according to James E. Gordon, vice president and general manager.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

THREE
OUTSTANDING
WORLD NEWS
PROGRAM
AVAILABILITIES

1:55-2:00 PM
4:15-4:20 PM
7:00-7:05 PM

MONDAY
THROUGH
FRIDAYS

WSAZ

NATIONAL REPRESENTATIVES
THE KATZ AGENCY

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

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*Reg. U. S. Patent Office

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How to prepare for Color TV

The indispensable equipment guide *for every TV Station* planning color operations

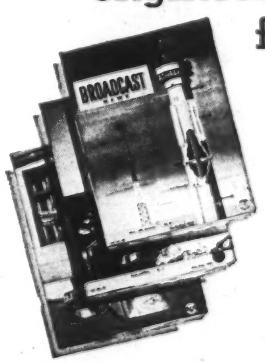
What's in the Color Edition

- The RCA Color TV System
- What Color TV Means to the Broadcaster
- Television Transmitter Operation with Color Signals
- How to Plan for Color TV
- RCA Color Studio Camera, TK-40A
- RCA Color Slide Camera, TK-4A
- RCA Color Film Camera, TK-25A
- RCA 16mm Color Film Projector, TP-20A
- RCA Color TV Monitor, TM-10A
- RCA Colorplexer, TX-1A
- Test Equipment for Color Television
- RCA Color Sync Generator Equipment
- Video Amplifiers in Color Signal Transmission

THIS SPECIAL 80-page issue of RCA Broadcast News has been prepared specifically for the TV station man who is getting ready to work with color. Filled with authentic information not found in its entirety anywhere else, this issue includes important facts you'll want to know about color Now . . . such as general operating theory of the color telecasting system, how to plan studios and stations for color, types of equipments and systems required, how to make equipment changeovers for color.

Copies of this special color issue of Broadcast News may be obtained from your RCA Broadcast Sales Representative. Or write Section 503, RCA Engineering Products, Camden, New Jersey.

The only 100% engineering-operations journal for station men



Read by broadcasters and telecasters longer than any technical magazine of its kind in the industry, RCA BROADCAST NEWS is prepared specifically to keep station men up-to-date on equipment-and-station operations. It includes straight-to-the-point facts on planning installations, testing and operating station equipment—newsy stories about stations from the stations themselves—interesting articles on "how-it-works" and "how-to-do-it" for the everyday job—plus equipment information you can find in no other periodical. RCA BROADCAST NEWS is published every other month. Ask your RCA Broadcast Representative to put you on the list to receive it regularly.

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

Only the Best

With four television stations now transmitting in the Houston-Gulf Coast area, KPRC-TV remains FIRST in everything that counts. Houston's large, growing viewing audience (over 300,000 TV sets in the coverage area) consistently elects Channel 2 for the best in programming . . . the most and best in talent . . . tops in news and newsreel coverage . . . the best in performance!

Houstonians look to KPRC-TV for leadership . . . because Houstonians know KPRC-TV is FIRST.

For the *lowest* cost per thousand and the *highest* percentage of *results*, buy KPRC-TV. Call Edward Petry and Company, or write direct for availabilities.

STAYS First

FIRST IN RATINGS

Four TV stations serve Houston. Only ONE sells it EFFECTIVELY! The proof: February, 1954, TV-Hooperatings† show KPRC-TV with a Sunday through Saturday average evening share of audience 74%. The remaining 26% share of audience is divided among the remaining three Houston stations.

ALL TOP DAYTIME AND NIGHTTIME SHOWS ARE SEEN ON KPRC-TV!

Houston's Ten Top Daytime Shows*

		RATINGS
1.	Superman	23
2.	Kit Carson	20
3.	Sky King	20
4.	Stu Erwin	19
5.	Today	16
6.	Ding Dong School	15
7.	Howdy Doody	14
8.	Welcome Travelers	13
9.	Matinee	10
10.	On Your Account	10

Houston's Ten Top Nighttime Shows*

		RATINGS
1.	This Is Your Life	58
2.	Dragnet	57
3.	Ozzie & Harriet	55
4.	You Bet Your Life	55
5.	I Married Joan	54
6.	My Little Margie	54
7.	Heart Of The City	53
8.	Cisco Kid	51
9.	Robert Montgomery	51
10.	Amos n' Andy	49

*TV-Hooperatings, February, 1954.

†ARB & Pulse Also Establish KPRC-TV Dominance.

KPRC-TV

NBC-ABC

CHANNEL 2 HOUSTON

JACK HARRIS, Vice President and General Manager

Nationally Represented by **EDWARD PETRY & CO.**

what's cooking in Coffeyville?

2,750,000 prosperous mid-westerners live within KGGF's ½ MV coverage. The 10 county non-metropolitan Coffeyville trade area, alone, is a major market of 271,300 people. KGGF has been the "home town" station to these folks for 23 years. Ask Weed & Co. about KGGF . . . 10 kw (d) and 5 kw on clear channel 690 kc.

KGGF

690 KC ABC
COFFEYVILLE, KANSAS

WEED & CO., National Representatives

WHERE'S RAYMOND?

Network: ABC-TV
Time: Thurs., 8:30-9 p.m. EST
Starring: Ray Bolger
Cast: Allyn Joslyn, Viv Janiss, Dick Erdman, Maurice Kelly, Yvette Dugay, Gloria Pall, Noel Neill and Dolores Graham
Producer: Jerry Bresler
Script Writer: Paul Henning
Director: Sidney Lanfield
Co-Sponsors: American Cigar & Cigarette Co. and Sherwin Williams Co.
Agencies: Sullivan, Stauffer, Colwell & Bayles; Fuller, Smith & Ross

STRENGTH of a situation comedy, such as *Where's Raymond* rests in large part on the shoulders of the script writer. When the series was launched several months ago, even such a talented and versatile performer as Ray Bolger could not overcome the handicap of a stilted scenario. Happily, a second examination of the program (March 25) revealed that the story-line material has been reinforced to provide Mr. Bolger with a more appropriate framework for his showmanship.

There were chuckles aplenty and numerous opportunities for Mr. Bolger to capitalize on his particular brand of droll humor. But the program could have shown the star to better advantage had the producers exploited Mr. Bolger's rare gift for comic dancing. In only one scene was he allotted time for his particular specialty, and this was for an Apachio dance in which Mr. Bolger did not shine. In fairness, it must be pointed out that the dance fitted in naturally with the motif of the story-line.

Mr. Bolger is supported by an excellent staff, particularly Allyn Joslyn, Viv Janiss and Dick Erdman.

GENERAL FOODS 25TH ANNIVERSARY SHOW

Networks: ABC-TV, CBS-TV, NBC-TV, DuMont
Time: Sun., March 28, 8-9:30 p.m. EST
Producer-Director: Ralph Levy
Musical Director: Harry Sosnick
Musical Arrangements: Robert Russell Bennett
Choreographer: John Butler
Set Designer: Richard Jackson
Cast: Jack Benny, Ed Sullivan, Edgar Bergen and Charlie McCarthy, Mary Martin, Ezio Pinza, Yul Brynner, Tony Martin, Rosemary Clooney, Groucho Marx, Patricia Morison, John Raitt, Jan Clayton, Gordon MacRae, Florence Henderson, Janice Rule.
Sponsor: General Foods
Agency: Young & Rubicam

WHAT was planned as a spectacular celebration commemorating the 11th birthday of the Richard Rodgers-Oscar Hammerstein II team and the 25th anniversary of General Foods turned into spectacular disappointment. The *General Foods 25th Anniversary Show*, presented on all four tv networks March 28, was an occasion for wasting more money, more time and more talent than perhaps any other highly publicized one-time shot in tv history.

There were moments, of course, when nice things happened. Mary Martin can still enchant an audience when she concentrates her zestful talent on "I'm in Love With a Wonderful Guy." But the magic touch that has come to be synonymous with Rodgers and Hammerstein was missing from this production. Except for a few of the excerpts from their six Broadway shows, the bad moments stacked up a rather noticeable majority.

These master craftsmen of the theatre apparently left their tools at home when they took on this assignment. Most of the errors were ones of omission. The first consideration in a show of this size should be a complete, workable, coherent script. In this case there wasn't one. Miss Martin, who narrated a good segment of the program, kept paraphrasing her original introductory comments about the great contributions Messrs. Rodgers and Hammerstein had made to the stage.

When Miss Martin was busy elsewhere the between-numbers bits were filled by Jack Benny, Edgar Bergen and Charlie McCarthy, Ed Sullivan and Groucho Marx. Mr. Benny did one skit on the horror of paying $6.60 for a ticket for "Carousel." It had nothing whatever to do with the telecast but its unappropriate quality was diminished somewhat by the consideration that there wasn't much that passed before the camera that *did* have anything to do with building a strong showcase for R & H hits.

MESSRS. RODGERS and HAMMERSTEIN
And then they wrote . . .

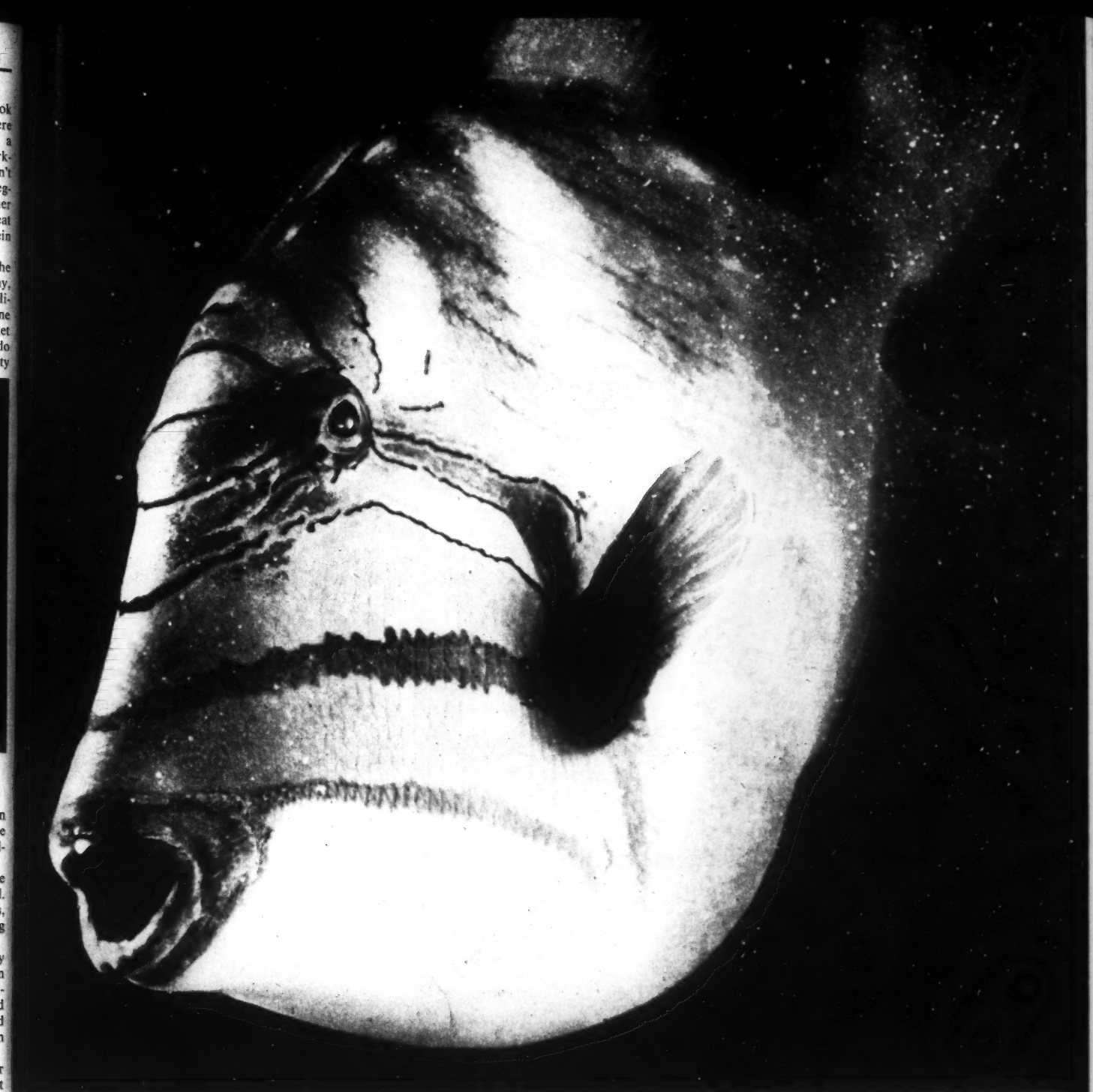
Because the show lacked even a semblance of continuity it never did get off the ground. The pace was all off, the dialogue meaningless, the talent handicapped by the strain of knowing that things were going from bad to worse.

Even some excerpts were not up to the usually high Rodgers and Hammerstein production standards. "Oklahoma's" "Oh, What a Beautiful Morning," sung by Gordon MacRae, lacked the zip that made it an American classic. And the rousing "Oklahoma!" number was given only a moderately enthusiastic production.

Rosemary Clooney's success as a pop singer can hardly be challenged but she was never cut out to sing the ingenue lead in "Me and Juliet." The scene from that show when Miss Clooney sang "No Other Love Have I" was one of the show's more embarrassing moments. The other excerpts—scenes from "Carousel," "South Pacific," "Allegro" and "The King and I"—retained traces of the quality direction and staging that made them outstanding theatre.

Both Mr. Rodgers and Mr. Hammerstein made a brief appearance in a contrived situation with Groucho Marx who was worked into the telecast in his m.c. role on *You Bet Your Life*. A less artificial interview would have been more suitable.

From a commercial aspect it's estimated that time and talent charges for *General Foods 25th Anniversary Show* ran somewhere between $350,000 and $500,000. The whole business might serve to disprove the popular theory that you always get what you pay for.



A compelling radio program based on a great LIFE series

No story ever written could be more fascinating than the story of "the world we live in." LIFE made it into an outstanding magazine series. Now, in cooperation with LIFE, we proudly introduce THE WORLD WE LIVE IN as a compelling and outstanding radio program.

This weekly series explores the earth, sea and air, and the strange creatures which inhabit them . . . the fantastic drama of our world's misty beginnings, and the story of its probably violent end. All programs will be produced and directed by Peabody Award-winner Sherman H. Dryer, with original music composed especially for the series. Last week's première: "The Earth Is Born." Coming soon: "The Creatures of the Sea"; "The Land Beneath the Waters"; "The Great Age of Dinosaurs"; "The Angry Air."

Here is a program that is absolutely unique. It is the "something new" that stations and listeners have been waiting for: new in approach, subject matter, excitement, and new in importance.

It is THE WORLD WE LIVE IN . . . heard every Friday at 9:30 PM (EST) on ABC Radio.

ABC radio network

"IT JUSK

TH

REPRESENTING LEADING VHF TELEVISION STATIONS:

		VHF CHANNEL	PRIMARY
EASTERN			
WBZ-TV	Boston	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WTVJ	Miami	4	ALL
CENTRAL			
WHO-TV	Des Moines	13 CP	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth—Superior	6	CBS
WDAY-TV	Fargo	6	NBC
WBAP-TV	Fort Worth—Dallas	5	ABC-NBC
KMBC-TV	Kansas City	9	CBS
WCCO-TV	Minneapolis—St. Paul	4	CBS
WESTERN			
KBOI	Boise—Meridian	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KRON-TV	San Francisco	4	NBC

NEW YORK

KEEPS SAYING

THESE ARE THE TV STATIONS TO BUY FOR YOUR NATIONAL SPOT TELEVISION CAMPAIGN!' "

A few years ago not even we could have guessed that, as of today, Free & Peters would be representing *VHF* stations which cover over 10,000,000 U. S. television homes!

With National Spot Television you can cover any number of those TV homes you wish. You have complete flexibility in your planning — complete choice of markets, stations, time, programs, audiences, budgets and merchandising. Which of the markets at the left interests you now? *All* of them are "the TV stations to buy for your National Spot Television campaign"!

FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

RK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

WIBC *Indiana's First* 50,000 WATT STATION

"THE PEOPLE'S CHOICE!"

• WIBC's fabulous disc jockey, Easy Gwynn, spends 5 hours a day, 5 days a week spinning records and making with the talk. 85% of the time he's on the air, WIBC has more listeners than any other Indianapolis radio station.* The secret? It's "Easy" . . . Easy chooses music the people like . . . and the people choose Easy . . . and WIBC!

As a matter of fact WIBC programs, primarily local and heavily emphasizing public service, are first in Indianapolis and the surrounding 31 county trading area 64% of the time.* For more sales, your best buy in Indianapolis is WIBC!

*Area Pulse Report November-December 1953

WIBC, Inc.
30 West Washington Street
Indianapolis 6,
Indiana

WIBC 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES

OPEN MIKE

Right and Wrong

EDITOR:

. . . We recently had the occasion to write to Mr. William F. E. Long, director of statistics at Radio-Electronics-Television Mfrs. Assn., requesting information about the number of radio sets shipped to dealers by manufacturers, each year, from 1950 through 1953.

Although the 1953 figures that Mr. Long sent us completely agreed with the 1953 figures in your publication [March 1] there was a large difference between both 1952 figures. Mr. Long reports 7,776,651 sets for 1952, and your column quotes 7,066,794 sets . . .

Edward W. Balicki
J. Walter Thompson
New York

[EDITOR'S NOTE: B•T correctly quoted an official RETMA release which itself was in error. Mr. Long's figures are correct.]

Editorial Comment

EDITOR:

Your editorial "The Free-Time Grab Bag" March 22 was an excellent exposition of a vital and timely topic.

I think you would create a lot of thinking and help mould honest public opinion if you were able eternally to promote the last four paragraphs.

Harry G. Westerfield
National Assn. of Manufacturers
Ardmore, Pa.

McCarthy Coverage

EDITOR:

In the deadline section of the March 22 issue of B•T, in the box titled "Ten For McCarthy", there was a slight inaccuracy I would like to correct.

WISN, following a standard policy of covering all important public affairs, originated its own pick-up of the McCarthy speech and did not take the WGN feed. This was not a special effort on the part of our station which remains constantly alert to bring to the people of Milwaukee and the state any important question irrespective of the views expressed. I am sure that if Mr. Stevenson originated a talk in Milwaukee we would certainly make every effort to cover his remarks.

Harry D. Peck, V. P. and Gen. Mgr.
WISN Milwaukee

Non-Directional

EDITOR:

The article regarding television directional antennas in the March 22 issue of BROADCASTING • TELECASTING was in error on KRON-TV San Francisco. KRON-TV does not employ a directional antenna . . .

Several years ago KRON-TV did have a construction permit for a directional antenna, but, upon a thorough consideration of the economic and engineering factors involved, this permit was returned to the FCC. . .

I am of the opinion that there is a definite place for directional antennas in television and that they should be employed where the engineering and economic factors indicate. In fact, it is only reasonable to employ every practical engineering refinement to provide maximum public service . . .

Robert L. Hammett
Consulting Radio Engineer
San Francisco

announcing the NEW all NEW

"TENNESSEE ERNIE SHOW"

the Show that SPARKLES with

- ☆ SONGS
- ☆ MUSIC
- ☆ COMEDY
- ☆ VARIETY
- ☆ GUESTS

For FREE AUDITION DISC

BRAND NEW FORMAT WITH MUSIC THAT IS LIVE, LIVELY AND LIKEABLE!

. . . the songs that Tennessee Ernie does best . . . comedy, variety, many top-flight guests . . . all Emceed by Tennessee Ernie himself . . . in a way that keeps every show moving at a fast pace.

260 OPEN-END QUARTER HOURS IN THIS SPARKLING TRANSCRIBED SERIES

. . . to bring your audience an endless variety of entertainment with a wide appeal to every age.

AVAILABLE AT A DOWN-TO-EARTH COST YOUR SPONSORS CAN AFFORD

. . . just as interesting as the show itself is the price for "The TENNESSEE ERNIE Show" in your market! It's low! . . . much lower than you'd expect to pay for this network type program!

PHONE, WIRE OR WRITE

RADIOZARK ENTERPRISES, INC.

606 ST. LOUIS STREET — PHONE 2-4422 — SPRINGFIELD, MISSOURI

America's Fastest Growing Production Company

JUST
BIG POPULAR
PICTURES
for the nation's third
fastest growing
metropolitan area.
(Texas' fastest).
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES:
AVERY-KNODEL, INC.

COVERAGE POP.: 431,900
MARCH SET COUNT: 51,928

KDUB-TV
LUBBOCK, TEXAS

pres. & gen. mgr.,
W. D. "Dub" Rogers

national sales mgr.,
George Collie

CBS

our respects

to VINCENT BOGAN WELCH

WASHINGTON radio attorneys are working round the clock these days, and lean, hard-driving Vin Welch—new president of the Federal Communications Bar Assn.—is no exception.

At the moment, he has four tv hearings going at the same time.

How does he do it? Simple. Work 24 hours a day, and have plenty of stamina.

That's not too difficult for Mr. Welch. Even in his youth he was accustomed to keeping a dozen activities going at the same time.

At Bowdoin College, in his native Maine, Mr. Welch was a seven-letter man—boxing, swimming, football, track, basketball, tennis, golf. He was captain of his boxing and swimming teams. Not content with sports, he was also a member of the debating team, was active in the dramatic society and was business manager of the college year book.

And, he was a Dean's list honor student.

This profligacy of energy was not new. Beginning at the age of eight, young Welch worked every summer until he finished law school. He was, not chronologically, a magazine salesman, caddy, bathhouse boy, dishwasher, bell hop, desk clerk, mechanic, service station attendant, traffic counter, waiter, insurance salesman, government clerk and prison guard.

Since then he has conserved his energies somewhat. But, the physical stamina and reserve is still there.

"He's the only man I know," one of his colleagues said the other day, "who can work all night and still be fresh and alert next morning."

Vincent Bogan (his mother's maiden name) Welch was born in 1917 in Portland, Me. He received his A.B. from Bowdoin in 1938 and his LL.B. from Harvard Law School in 1941. At Harvard he cut down on his extra-curricular activities. He was active only in the Legal Aid Society which aided indigent Bostonians and gave young lawyers their first taste of law practice.

Washington was much in the minds of the budding barristers who attended Harvard classes in the 1938-1941 years. Many graduates had joined the ranks of the New Deal administration in those stirring times and young Welch did not escape the crusading spirit.

Following Harvard, the young attorney put in a spell in his father's law office in Portland. But finding the practice not up to his expectations, he put in his bids for Washington and in the fall of 1941 joined the FCC as a special attorney in the common carrier division.

A year of tariffs, rate cases, and other common carrier legal problems and then Mr. Welch went into the Navy as an ensign, with six months at communications school at Harvard and to the Pacific—communications officer and operations officer for Task Force 71, which numbered among its submarine corps those who slid into Tokyo Harbor during the height of the war, and executive officer of Headquarters Squadron, Fleet Airwing No. 10. Lt. (j.g.) Welch was mustered out in October 1945.

Back to the FCC, but this time in the Broadcast Branch of the Law Dept. First on fm matters, then am. During those months, he handled the first comparative hearings for grants on 550 kc and for 1600 kc.

In July 1946, with Harold E. Mott, an FCC associate, Mr. Welch left the FCC and formed the Washington radio law firm of Welch & Mott. In 1947, Edward P. Morgan, ex-FBI man and former counsel to the Tydings subcommittee investigating communism in the State Department, joined the firm, which became Welch, Mott & Morgan. Like its name, the firm grew from a two-room suite in the Occidental Bldg. to two floors in the Erickson Bldg. It now specializes in the whole field of administrative law. Among Mr. Welch's major radio representations have been the Motion Picture Assn. of America, in the theatre tv hearings last year, and 20th Century-Fox in the acrid San Francisco pre-freeze tv hearing —forerunner of the bitter tv hearings today.

Mr. Welch married a Philadelphia girl, Barbara Gross, in 1941 while he was attending Harvard. They live on one and a quarter acres in Ravenswood, in Fairfax County, Virginia, 10 miles from Washington. His interest in sports continues high—he has just finished building himself a tennis court—and he golfs and swims whenever he has time. He's developed a keen interest in skiing and both he and his wife journey to the snows of New England and Canada or to the waters of Florida whenever they can.

At the annual FCBA picnic outing, Vin Welch is the perennial pitcher for the lawyers in the regular softball game against the FCC.

Mr. Welch is vice chairman of the Radio-Communications Committee of the District of Columbia Bar Assn. He is also a member of the American Bar Assn. and the American Judicature Society. He is a member of the D. C. and Maine bars. He is active in the American Legion, Amvets, Variety Club, and the Washington Board of Trade.

As the 1954 president of FCBA, Mr. Welch has two hopes. He aims to bring to fruition a joint FCBA-FCC endeavor which involves codifying and bringing up-to-date that agency's rules and regulations, including practices and procedures. He also hopes to get the FCBA to work on non-broadcast practices and procedures.

"DAS IST GOOT!"

The locals in one part of Bavaria have an unusual way of determining whether the local beer is up to snuff. They pour a batch on a bench and have several prominent citizens apply their leather-covered posteriors to the puddle. If the bench sticks to them when they arise, the batch is declared a success and all hoist a few steins in celebration.

Personally, we aren't advocating the system, and besides we prefer our lager with a head on it . . . but it makes a good example of how tastes vary. Local tastes in radio fare vary too, and that's what makes America's strong *independent* stations such a good advertising buy. Only the independents program *exclusively* for the folks in their areas . . . give the home folks just what they want. A satisfied audience is a *buying* audience—and that's the result your selling message will get on any of nation's strong independents listed below. Write any of them for the facts.

INDEPENDENTS PROGRAM EXCLUSIVELY FOR THEIR AUDIENCE!

WCUE — Akron, Ohio
WCOP — Boston, Mass.
WDOK — Cleveland, Ohio
KMYR — Denver, Colorado
KCBC — Des Moines, Iowa
WIKY — Evansville, Indiana
KNUZ — Houston, Texas
WXLW — Indianapolis, Indiana
WJXN — Jackson, Mississippi
KLMS — Lincoln, Nebraska
WKYW — Louisville, Kentucky
WMIN — Minneapolis—St. Paul, Minn.
WMIL — Milwaukee, Wisconsin
WKDA — Nashville, Tennessee
WAVZ — New Haven, Conn.
WTIX — New Orleans, La.
KBYE — Oklahoma City, Okla.
KOWH — Omaha, Nebraska
KXL — Portland, Oregon
KITE — San Antonio, Texas
KSON — San Diego, California
KYA — San Francisco, California
KEAR — San Mateo, California
KOL — Seattle, Washington
KREM — Spokane, Washington
WTXL — Springfield, Mass.
KSTN — Stockton, California
KSTL — St. Louis, Missouri
WOLF — Syracuse, New York
KFMJ — Tulsa, Oklahoma
KWBB — Wichita, Kansas
WNEB — Worcester, Mass.
CKXL — Calgary, Alberta, Canada
CKNW — Vancouver, B. C., Canada
CKY — Winnipeg, Manitoba, Canada

They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding *independent* station in a city.

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

Aim for BULL'S-EYE results...with the AIMS GROUP

FIRST
IN RADIO!

NOW
FIRST
IN TV!

in Wichita Falls
☆Texas!

CBS AND DuMONT TELEVISION NETWORKS

Wichita Falls Television, Inc.

HARRY RENFRO

on all accounts

A SPORTS fan all his life, Harry Renfro seems particularly suited for his role as radio-tv director and account executive on Anheuser-Busch at D'Arcy Adv. Co., St. Louis, where baseball and beer go hand in hand on behalf of Budweiser.

In this capacity, Mr. Renfro, a veteran but youthful ex-broadcaster himself, has been the "contact man" for the owner of the St. Louis Cardinals National League club.

Mr. Renfro has been wrapped up most of his life in radio and television, dating back to his early days as a staff announcer at WEW St. Louis.

Harry Keeton Renfro was born in St. Louis on March 19, 1915, attended grade and high schools there, and later the universities of St. Louis and Washington. He landed his first radio job at WEW in 1934 and four years later moved over to KXOK when it first took the air. He subsequently became chief announcer, news editor, program director, public relations chief, director of sales service and, finally, assistant general manager.

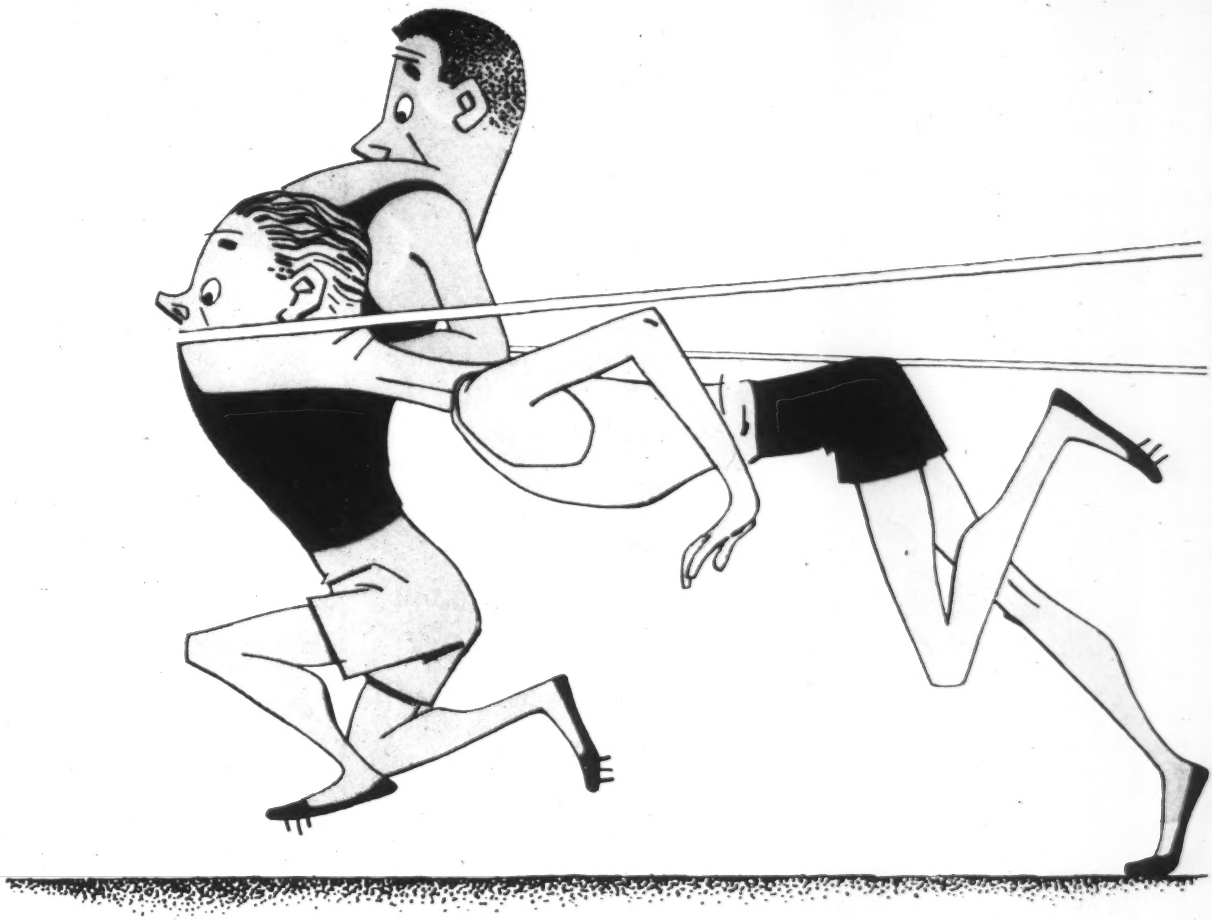
While on the staff, Mr. Renfro once performed the considerable feat of announcing more than 3,000 dance-orchestra remotes in less than two years. He announced the pickups from St. Louis night club spots, which were piped to the old Blue Network.

During World War II Mr. Renfro served with Naval Intelligence from Australia to Okinawa. He was recalled to the Marines late in 1950 for another 18-month stretch as public information officer in Korea.

Early in 1952 Mr. Renfro returned to KXOK (which got Cards' broadcast rights this year). Together with Dancer-Fitzgerald-Sample, he organized a large midwest baseball broadcast network for Falstaff Brewing Co., which sponsored the St. Louis Browns games.

When Anheuser-Busch bought the Cards last year, Mr. Renfro joined D'Arcy as the baseball specialist. He has directed the burden of contact-and-contract duties involving plans for 350-station coverage of the Bill Stern show each weekday evening; broadcasts of all Cards games on a substantial regional network; 77 road telecasts of the Cards on WTVI (TV) Belleville (St. Louis); play-by-play of games of Cards' franchises in minor league cities.

Mr. Renfro married the former Margaret Lydon. They have a daughter, Patti. Mr. Renfro is a member of the board of governors of the St. Louis Advertising Club and was an organizer and later vice president of the Missouri Broadcasters Assn.



It's No Draw...in Omaha

KMTV leads the race . . . by a mile . . . in the Omaha area. How do you measure a winner? If it is by audience ratings, we got 'em. The most recent Pulse Survey (January 4-10) gave KMTV 12 of the top 15 shows—in fact, 9 of the top 10, plus the top multi-weekly show, plus the highest rated local TV production. And, the most recent ARB Survey (February 8-14) revealed that KMTV once again led the parade with 11 of the top 15 shows and also the highest rated local show.

This championship performance isn't new to KMTV. *In every Pulse rating for the past two years, KMTV has proved to be the most looked-at, most listened-to television station in the Omaha area.*

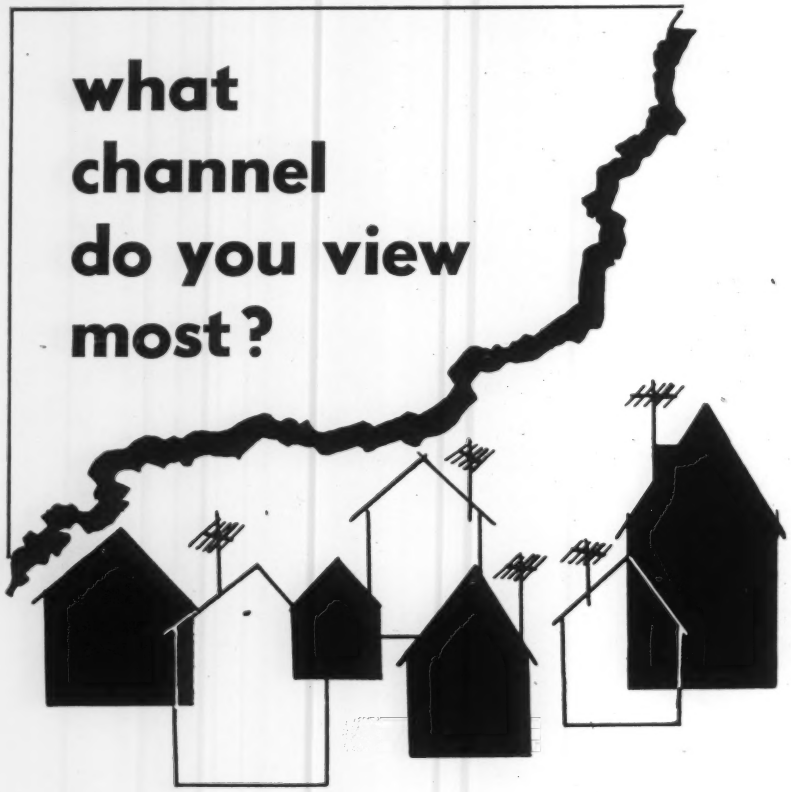
In this rich 240,000-set area, KMTV offers you the biggest audience . . . the most dependable signal to reach this market . . . the sales results of some 300 satisfied local and national clients.

Smart advertisers all agree: In Omaha, the place to be . . . is Channel 3.

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.

what channel do you view most?



this question asked by American Research Bureau, Inc.

the answer

CHANNEL 10
WSLS-TV

ROANOKE 96% for channel 10
LYNCHBURG 86% for channel 10
DANVILLE 61% for channel 10

a metropolitan market of 356,200 population—2.226% of USA

SHENANDOAH LIFE STATIONS, INC.

WSLS AM-FM-TV

ROANOKE, VIRGINIA

Represented Nationally – Avery-Knodel, Inc.

MILESTONES

THIRTIETH anniversary with Westinghouse Broadcasting Co. for H. W. Irving (r) recalls many memories. Mr. Irving, transmitter supervisor tor KDKA Pittsburgh, examines the microphone he used when KDKA broadcast to Admiral Richard Byrd's first Antarctic expedition. L. R. Rawlins (l), KDKA manager, has been with WBC 11 years; Ward Landon (c), station's studio supervisor, has begun his 35th year with Westinghouse.

► ASCAP celebrated its 40th anniversary last Tuesday with a banquet at the Waldorf-Astoria in New York, attended by some 1,500 members and guests.

► J. A. DUPONT, president-general manager of CJAD Montreal, marked his 30th anniversary in radio March 15. He joined CKAC Montreal as an announcer in 1924, later became manager and in 1932 joined the Canadian Radio Broadcasting Commission, continuing with its successor the Canadian Broadcasting Corp. as commercial manager for Quebec province. In 1945 he left the CBC to start CJAD.

► RUTH CRANE, women's director, celebrated her 10th anniversary with WMAL-AM-TV Washington March 17. She was honored by the Gas Appliance Manufacturers' Assn. with a cocktail party and the installation of an all-gas kitchen on the studio set where Miss Crane's *Modern Woman* program is produced.

► WTVJ (TV) Miami observed its fifth anniversary March 21.

PRESENTING Blenda Newlin a silver tray commemorating her 20 years with KSFO-KPIX (TV) San Francisco is Philip G. Lasky (r), vice president of the stations. Franklin M. Dumm (l), secretary-treasurer, first hired Miss Newlin in 1934. She has been executive secretary to Mr. Lasky and more recently to Alan Torbet, KSFO general manager, not shown.

My, how you've grown!

FISH STORY

. . . a true one!

Left, WWDC's Art Brown; Right, Sam Del Vecchio.

Sam Del Vecchio, owner of Frank Del Vecchio & Son sporting goods store, had a problem. How could he get the good fishermen of Washington all the way over to his store in the Southeast section. He solved it the way so many others have found quick and profitable—he bought time on WWDC. Now he says:

> "*Art Brown and WWDC are my two best salesmen. Fishermen from all over town drop by here and stock up the very morning they're going fishing. My store is showing a healthy increase every year.*"

WWDC can help your business grow in the rich Washington market. Let your John Blair man give you the whole story.

In Washington, D. C. it's

WWDC

Represented nationally by John Blair & Co.

Another Reason Why WPTF is North Carolina's Number One Salesman

Right Hand Man . . . . . Tom Maness

Tom Maness is your right hand man at WPTF. He's our Copy Chief (And yours, too!), responsible for maintaining perfection in all on-the-air material. He's the one who checks your selling messages—programs and announcements—to make sure you will be putting your best foot forward when you go on the air at WPTF. He makes sure instructions from you and your agency are carried out. He adds that extra polish which guarantees better results when you buy WPTF. He's another member of the team that makes WPTF the Number One Salesman in the South's Number One State!

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

April 5, 1954 Vol. 46, No. 14

BAB SETS RECORD BUDGET, PLANS '54-'55 EXPANSION

Here are the major objectives for the new fiscal year:

- **Membership drive aimed at producing $800,000 budget for the '55-'56 fiscal year.**
- **Expansion into Canada with limited BAB service to stations there.**
- **Research to find out where radio and tv sets are.**
- **A continuation of the exploitation of local revenue sources.**
- **A vigorous effort to sell national advertisers on radio.**

A RECORD budget of $687,000 by BAB for the new fiscal year and a budget target of $800,000 per year by next March were approved by the BAB board at its semi-annual meeting last Tuesday in New York. BAB's fiscal year runs from April 1 to March 31.

The board, headed by Chairman Charles C. Caley, WMBD Peoria, also gave its approval to a series of new and expanded projects for the coming 12 months, including a plan to expand into Canada by offering a limited BAB service to stations there; new series of 37 area sales clinics to be conducted between June 7 and Aug. 31, but to be limited to BAB member stations; BAB participation in the NARTB convention next month with a May 27 program presenting major local and national radio advertisers in discussions of their success with the aural medium, and participation in the Advertising Research Foundation-Alfred Politz Research census of radio and tv sets, which BAB and the four networks are financing (see story, page 28).

Four Big Missions

Board approval also was given to four major objectives of the bureau's 1954-55 program. As outlined by Donald W. Thornburgh of WCAU Philadelphia, chairman of the plans committee, and BAB President Kevin Sweeney, the objectives are:

(1) To continue the "encirclement" of the principal sources of local radio business; (2) To attack the three "roadblocks" to selling radio nationally, which were described as questions posed by advertisers as to the "location" of the radio audience, the effectiveness of radio as against newspapers, and the desire of their dealers and distributors for radio against other media; (3) To complete the campaign to sell nighttime radio, and (4) To upgrade the calibre of radio salesmanship.

The attack on the three so-called "roadblocks" will be waged in large measure by research—such as the ARF-Politz study, which among other things is designed to show the locations at which people listen—and by continuing the campaign to sell radio to advertisers at both national and local-regional levels.

George Higgins, KMBC Kansas City, was named chairman of the membership committee—which is slated to undertake a concerted drive as part of the work toward the goal of an $800,000 budget by 1955—and John Patt of WJR Detroit was designated head of the nominating committee to propose a successor to Mr. Caley as board chairman and make other nominations for board vacancies occurring next November.

Mr. Caley will have served 2½ years as board chairman in November.

Appointed to serve with Mr. Patt on the nominating committee were Howard Lane, KOIN Portland, Oreg.; William B. McGrath, WHDH Boston; Adrian Murphy, CBS; H. Preston Peters, Free & Peters; Robert A. Schmid, Mutual, and Allen M. Woodall, WDAK Columbus, Ga.

William B. Ryan, who resigned as BAB president last November, was presented a scroll of appreciation for his services.

MR. SWEENEY

Referring to the ARF-Politz study, one-third of whose $80,000 cost is being paid by BAB, Chairman Caley said further research to determine the extent of listening to the nation's 65 million outside-the-living room sets will be considered as soon as the ARF-Politz findings are received about mid-June.

Mr. Caley paid tribute to BAB progress under Mr. Sweeney, saying, "We feel that (he) and the other members of BAB's new team have made very real progress during the past three months toward the solution of some of radio's sales problems, and the entire board is enthusiastic about the plans they have outlined for the further development of local and national radio business and for the building of BAB."

The $687,000 budget for 1954-55, submitted

FOUR CRUCIAL TESTS OF RADIO

FOUR separate tests of radio's selling power in four different fields are currently in progress in campaigns worked out and being conducted in cooperation with BAB.

In New York, Macy's—one of the nation's largest department stores and a heavy user of newspapers—has completed the first phase of a test in which it entrusted to radio the entire build-up for one of its "Super Sales" and further tests are planned [CLOSED CIRCUIT, March 22].

In Chicago, Goldblatt Bros. is using radio to test its effectiveness in selling appliances, and Henry C. Lytton & Co. is putting on a campaign to test the medium's power in selling regular and high-priced clothing for men.

And in Denver, the American Furniture Co.—described as the largest furniture store between the West Coast and the Mississippi—last Thursday launched a radio drive to find out how well radio sells furniture.

Thus radio is being tried as a department store salesman; as an appliance salesman; as a salesman of higher quality clothes for men, and as a furniture salesman. In each case the campaigns were plotted and are being conducted in close cooperation with BAB.

Macy's, New York, is understood to be spending about $25,000 on radio time for its tests. In the phase just completed, the store placed schedules on the four network-owned local stations, WABC, WCBS, WNBC and WOR, and on three independents, WINS, WMCA and WOV. BAB representatives were on hand at the store during the campaign period to determine how many of the customers first learned of the sales through radio. Results currently are being tabulated by both BAB and Macy's.

In the Chicago experiments, Goldblatt's is using a 12-week saturation announcement campaign and Lytton's is placing a five-week schedule. The six BAB member stations in Chicago cooperated in working out the schedules, copy, and other arrangements: WBBM, WCFL, WGN, WIND, WLS and WMAQ.

MESSRS. INGRIM and COHAN

by Ward Ingrim of KHJ Los Angeles, finance committee chairman, compares with $645,000 for the 1953-54 year. Financial objectives for the current year were said to include an increase to a $750,000 annual rate by November as well as an $800,000 rate by next March.

On hand for the board meeting were Charles T. Ayres, ABC, New York; Joseph E. Baudino, Westinghouse Broadcasting Co., Washington; John P. Blair, John Blair & Co., New York; Charles C. Caley, Chairman, WMBD Peoria, Ill.; Martin B. Campbell, WFAA Dallas; John C. Cohan, KSBW Salinas, Calif.; William H. Fineshriber Jr., NBC, New York; Simon Goldman, WJTN Jamestown, N. Y.; Tom Harker, Storer Broadcasting Co., Miami Beach (alt. for George B. Storer); John S. Hayes, WTOP Washington; George J. Higgins, KMBC Kansas City; Ward D. Ingrim, KHJ Los Angeles; Edgar Kobak, WTWA Thomson, Ga.; Howard Lane, KOIN Portland, Ore.; William B. McGrath, WHDH Boston; Arch L. Madsen, KOVO Provo, Utah; John F. Meagher, KYSM Mankato, Minn.; James H. Moore, WSLS Roanoke, Va.; Adrian Murphy, CBS, New York; John F. Patt, WJR Detroit; H. Preston Peters, Free & Peters, New York; William B. Quarton, WMT Cedar Rapids, Iowa; Robert A. Schmid, MBS, New York; Kevin B. Sweeney, president, BAB, New York; Robert D. Swezey, WDSU New Orleans; Donald W. Thornburgh, WCAU Philadelphia; Allen M. Woodall, WDAK Columbus, Ga.

Unable to attend were: Kenyon Brown, KWFT Wichita Falls; Robert E. Dunville, WLW Cincinnati; Herb Hollister, KCOL Fort Collins, Colo.

BAB & SET RESEARCH

COMPLETION of plans for the supervision and validation of an $80,000 nationwide survey to determine the number and location of radio and tv sets in the country's homes and automobiles [B•T, March 22], was announced last week by the Advertising Research Foundation.

Broadcast Advertising Bureau and the national networks are underwriting the cost of the project, whose field work—10,000 interviews made on a national probability sample of households—will be conducted by Alfred Politz Research under ARF supervision. Current schedule calls for mid-summer delivery of the information to be developed by the study.

Objectives of the study, its scope and its design have been approved by the ARF Technical Committee headed by Arno H. Johnson, vice president and media director, J. Walter Thompson Co. The project will be supervised by a committee whose chairman is Harper Carraine, director of research, CBS Radio. Other members are G. S. Brady, research director, General Foods Corp.; E. L. Deckinger, vice president in charge of research, Biow Co., and Kevin Sweeney, BAB president.

General purpose of the study is to develop information about phases of radio set ownership not as yet thoroughly explored. Number and room location of radio sets will be broken down by four or five geographical units; metropolitan, non-metropolitan urban places and non-metropolitan rural places; tv and non-tv homes; economic groups.

Radio sets in working order in each room of the house—and also in such adjoining places as open porches, barns, garages, terraces and the like—will be counted and classified by type, with an effort made to find out how many are am only, how many fm and how many am-fm receivers. Age of the sets also will be noted. The survey also will check on the number and type of family cars—passengers cars, station wagons, etc.—and which ones are equipped with radios.

The survey also will seek to determine how many tv sets in each home, and which are vhf only, which uhf only and which are capable of receiving the full tv ranges from ch. 2 to ch. 84.

Standard definitions to be used in the study have been agreed on and approved by the ARF Technical Committee. The determing factor for room designation, for example, is the dominant use of the space. A one-room dwelling's sole

MESSRS. CALEY and SWEZEY

room would be called its living room. The term "working order" as applied to a radio or tv set means that it can actually receive a program at the time of the interview. An unconnected set which operates by house current will be counted in working order if, on being plugged in, it immediately begins receiving programs.

As it is unlikely that every interviewer will be able to check on the working condition of every set in every room in every home included in the survey, a reliable quality control procedure is being set up with a sub-sample of 10% to be used to determine the working condition of all sets with a high degree of accuracy. This research technique will serve as a guard against inflation introduced by people claiming more sets than they actually own, or deflation through someone's failure to remember a set in a room not used very often.

The sample for the survey will be a probability sample of households in 140 counties clustered into 70 primary sampling units, with interviews conducted in about 1,000 small segments within the primary units. A self-adjusting design in the plan will compensate for changes in the home population since the last census. A primary objective is to secure completed interviews in at least 90% of the designated households.

The survey will be conducted with the cooperation of the Federal Civil Defense Administration which is interested generally in the ownership and location of radio and tv sets and specifically in checking on the public's knowledge of the special civil defense plans for using radio in time of national emergency. Two basic questions on the use of radio in civil defense and the CDA program will be included in the questionnaire.

The Alfred Politz firm conducted the recent study, "The Importance of Radio in Television Areas Today," on behalf of the Henry I. Christal Co., and stations represented by that national representative firm. This study was made with emphasis placed on the motives and attitudes of individuals, and sought to describe radio rather than to compare it with other media.

The study was based on 4,985 personal interviews conducted in the period from Dec. 13, 1952 to Jan. 29, 1953, representing the 61,600,000 people aged 15 and over who live in television areas. At that time 72% of the people within the survey area had television service. The findings were grouped into five brackets: Who listens to radio? Where do they listen? When do they listen? Why do they listen? What do they think of radio today?

BAB & CITY STUDIES

UNDER an arrangement made last week with Broadcast Advertisers Reports Inc., BAB will get detailed reports on all radio advertising activity of major stations in 14 metropolitan markets.

BAR, which monitors advertising activity in areas where it operates, will make available to BAB tape-recorded bi-monthly reports on the full, week-long broadcasting schedules of the four network affiliates and two leading independent radio stations in the 14 markets. These are: Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis and Washington, D. C. Reports will be made to BAB within 15 days after the end of the survey period.

A BAB spokesman said the bi-monthly reports will provide information on advertisers in each market; stations being used; amount of air time; days of the week and times in the day the advertisers use, and the type of programs and/or announcements.

MESSRS. PETERS and HIGGINS

WARD WHEELOCK CO. TO CLOSE IN FALL; CAMPBELL SOUP LOSS IS MAJOR FACTOR

Adam Schiedt Brewing and Stephen F. Whitman & Sons, remaining accounts, to name successor agencies. Wheelock billed $10 million yearly but was practically a 'one account' agency.

AS a result of the loss of the Campbell Soup Co. account, the 53-year-old advertising agency, Ward Wheelock & Co., Philadelphia and New York, will close its doors early next fall, officials said last week.

The agency was formed originally under the name of F. Wallace Armstrong Agency in 1901. On March 1, 1938, Ward Wheelock bought the company and renamed it Ward Wheelock & Co. Mr. Wheelock was president of the firm until about three years ago, when he was elected chairman of the board and Arthur A. Bailey was named president. Mr. Wheelock personally was the account executive for Campbell Soup until three years ago.

The agency, which had billed about $10 million annually, was practically a "one account" agency, having serviced Campbell Soup's $8.5 million advertising campaigns for the past 18 years. In mid-February the company resigned from Ward Wheelock and named BBDO and Leo Burnett Co. to handle the account, while continuing to retain Compton Adv. and Dancer-Fitzgerald-Sample for portions of the business [B•T Feb. 15].

After the loss of the account, Ward Wheelock returned from a European assignment for the Eisenhower Foundation, and announced that the agency would continue in business and would be out to gather new clients. But the attempt at gathering new accounts was not successful quickly enough to maintain the agency, it was reported.

The two remaining accounts, Adam Scheidt Brewing Co., Norristown, Pa., and Stephen F. Whitman & Sons, Philadelphia, have not yet appointed new agencies.

Personnel Seeks New Positions

Members of the agency staff, which had been reduced to about 35 in Philadelphia and five in the New York office, are currently in negotiations for other positions.

"Every effort is being made to help reestablish personnel," William A. Dunn, vice president and treasurer, told B•T.

Mr. Dunn himself, who has been with the agency since 1940 as secretary, then vice president-treasurer and a member of the board, plans to open a tax account business in the Lincoln-Mercury Bldg., present location of the agency.

William R. Farrell, first vice president and a member of the executive committee, has been named advertising manager of Monsanto Chemical Co., St. Louis.

J. R. Benedict, account executive, has joined Young & Rubicam, New York, in the same capacity.

Charles Geoffry, head of the research department, has moved to Lennen & Newell, in the research department. Paul Rose, assistant to the president of Ward Wheelock, joined N. W. Ayer & Son.

Russ Johnston, vice president and director of radio and television, is currently on a vacation on the West Coast, and presumably will announce his plans on his return.

The New York office of the agency is expected to close on or about July 31.

Hi Neighbor

WHEN Compton Advertising Agency moved into the 261 Madison Ave. (N. Y.) building, it was welcomed by a block-long greeting from its neighbor agency, Cunningham & Walsh, across the street at 260 Madison Ave. The greeting read: "Hi Neighbor, Welcome Compton. C & W." A few days later Compton returned the greeting with window size letters: "C & W. You Satisfy." Cunningham & Walsh is the agency for Chesterfields. It had also sent to Compton on the first day several cases of beer along with baskets of fruit and flowers as a neighborly gesture.

KELVINATOR Division of Nash-Kelvinator Corp. will take over alternate sponsorship with Block Drug Co. of the weekly *Danger* on CBS-TV in plans being made here by George Abrams (l), Block advertising manager, and Ralph Robertson, vice president-marketing director, Geyer Adv. Inc., agency for N-K.

Jones-Rill Contract Suit Settled Out of Court

AN out-of-court settlement was arranged last week by Duane Jones, head of Duane Jones Agency, and Irving Rill, former account executive who has sued Mr. Jones for $13,762 for alleged breach of contract. The out-of-court settlement was understood to be about $10,000.

Mr. Jones reportedly had an oral agreement with Mr. Rill in which the latter was to get a percentage of commissions on the accounts he brought into the agency. Mr. Rill claimed to have brought in the Vitamin Corp. of America account (which since then has moved to BBDO), Farm Bureau Insurance, Kordol Corp. and Reddi distributors. Mr. Jones claimed he maintained losses on some of Mr. Rill's accounts and therefore he could not pay a full commission on those accounts.

LeBlanc Offers Media Stock-for-Time Plan

RADIO and television stations and newspapers will be offered $1 million in $1 shares of stock by LeBlanc Brothers in exchange for time and space for promotion of Kary-on, new product to be manufactured by Dudley J. LeBlanc, originator of Hadacol [B•T, Feb. 1].

This announcement was made last week by Winston S. Dustin, vice president of The Martin Co., Nashville, advertising agency for the new product. Mr. LeBlanc, a Louisiana state senator, in a letter to Mr. Dustin, said LeBlanc Brothers will offer five million shares of stock in the new firm, which he said has approximately $100,000 in assets.

The $1 million block of stock will be offered to stations and other media within a few weeks, Mr. Dustin said. He added that time purchases from stations will not necessarily be confined to those which subscribe to stock under the stock-for-time plan.

Mr. LeBlanc credited radio with doing more than any other medium in promoting his Hadacol [B•T, March 5, 1951] before he sold the firm, LeBlanc Corp., in 1951. The Hadacol firm soon afterward failed and went into receivership.

FTC Drops Complaint Against LeBlanc, Hadacol

AN initial decision ordering dismissal of a Federal Trade Commission complaint issued in September 1951 against LeBlanc Corp., manufacturer of Hadacol vitamin-mineral supplement, charging false and misleading advertising, was issued last week by FTC Hearing Examiner Abner E. Lipscomb.

The 1951 complaint had named the Lafayette, La., firm and its president at that time, Dudley J. LeBlanc. Mr. Leblanc sold the firm in 1951. It later went into bankruptcy.

The initial decision was made on motion of counsel for the complaint, who noted that the firm's affairs are under a bankruptcy trustee, that Mr. LeBlanc no longer has any control in the business and that none of the advertising claims challenged by the FTC have been made since the complaint was issued.

Mr. Lipscomb's initial decision, made without prejudice to FTC's right to reopen the case, cited reasoning of the complaint's supporting counsel, in moving for dismissal, as follows: (1) if the firm is liquidated the complaint will be meaningless; (2) if it is reorganized it will have management, ownership and control different from that at the time of the complaint, and (3) if the firm is reorganized, complaints should be issued only on any new and future disputed advertising claim.

Mogul Promotes Dunier

LESLIE L. DUNIER, who has handled on-the-spot station relations with individual radio and television stations in markets throughout the country for the Emil Mogul Co., New York, has been promoted to business manager of the radio and television department. In this capacity he will supervise all the agency's radio and television time-buying activities.

Richfield Favors Spot Radio

SPOT radio is a 4-to-1 favorite of Richfield Oil Corp. of New York's independent distributors in their selection of media for cooperative advertising, company officials said last week. Ben N. Pollak, advertising and sales promotion manager, said that for the fourth or fifth year the distributors had made spot radio an overwhelming media choice. The 4-to-1 ratio, he explained, represents radio's lead in terms of dollar volume.

While declining to provide a further breakdown of the findings or to indicate the number of distributors involved, company officials noted that Richfield tallies up, each year, the number of distributors using each of the various media available to them under the company's cooperative advertising plan, and said the current estimates were based on such a study.

Rhoades & Davis Opens New Building in S. F.

RHOADES & DAVIS, West Coast advertising agency, is now operating from its new building at 642 Commercial St., San Francisco, according to an announcement by Robert O. Davis, partner.

The new building is equipped with modern radio-tv facilities for the agency and its clients, including a monitoring room and a custom-built film editing desk.

The agency does over a million dollars in radio-tv billings annually, according to Mr. Davis, which includes the following accounts: Star-Kist Foods, Riviera Packing Co., Yellow Cab Co., Bonnie Dog Food, Denalan Dental Plate Cleanser, and Seven-Up, among others.

Tom D. Scholts, partner, heads the agency's other office in Los Angeles.

RHOADES & DAVIS has moved into this new building at 642 Commercial St., San Francisco, the firm announces.

Merchandising Contest Set for 'Janet Dean' Show

A CONTEST among the promotion managers of the 21 television stations carrying *Janet Dean, Registered Nurse*, sponsored by Emerson Drug Co.'s Bromo-Seltzer, will be held during April, it was announced last week.

Cash awards of $250, $150 and $100 will go to the promotion managers of the three stations which submit the most conclusive evidence of merchandising accomplishment for Bromo-Seltzer and *Janet Dean* during April, it was said.

Deadline for this evidence is May 15. Judging will be done by the merchandising department of Lennen & Newell Inc., advertising agency for Emerson. L & N is sending each station a list of 18 suggested ways to merchandise the program and product.

Renuzit Turns to Tv

RENUZIT Home Products Co. has put the bulk of its spring advertising budget into spot participations in local daytime tv shows in over 20 markets from coast to coast. Feigenbaum & Wermen Advertising Agency, Philadelphia, handles the account.

The company's schedule began on 45 tv stations March 1 with substantial results in sales of its new Erase-Away Cleaning Kit already reported. The campaign will continue through early summer.

SPOT NEW BUSINESS

General Cigar Co., N. Y. (White Owl Cigars), starts spot radio announcement campaign in a few selected markets April 15 for two weeks. Agency: Young & Rubicam, N. Y.

Emerson Radio and Phonograph Corp., N. Y., is offering cooperative advertising plan to its distributors for radio spot campaign for its portable radios in some 90 markets through the country, May 15 through June 27.

California Valley Wine Co. (Schapiro's Kosher Wines) planning to use minute announcements, station breaks and station identification spots on WNBT (TV) WCBS-TV WABD (TV) and WABC-TV New York. Campaign to start immediately through Ben B. Bliss Co., N. Y.

NETWORK NEW BUSINESS

Tasti-Diet Foods Inc., Stockton, Calif., starts quarter hour of *Sunday News Desk* on 23 CPRN stations (Sun., 5:30-6 p.m. PST) for 52 weeks from April 25. Agency: Erwin Wasey & Co., Ltd., L. A.

Liggett and Myers Tobacco Co., N. Y. (L & M filters), has extended sponsorship of *The Spike Jones Show* (NBC-TV, Wed., 8-8:30 p.m. EST) for six weeks, running through May 8. Agency: Cunningham & Walsh, N. Y.

State Farm Mutual Automobile Insurance Co., Bloomington, Ill., buys *Jack Brickhouse, Sports News* on MBS (Saturdays, 5:45-55 p.m. CST), starting April 3. Agency: Needham, Louis & Brorby.

Jackson & Perkins Co., Newark, N. Y., will sponsor Tues. segment of *Gabriel Heatter* news commentary program (Mutual, Mon.-Fri. 7:30-7:45 p.m. EST), starting April 6. Agency: Maxwell Sackheim & Co., N. Y.

D. E. Sanford, S. F., (Descoware cooking utensils), enters tv for the first time as alternate sponsor of *Amos 'n' Andy* on KNXT (TV) Hollywood, for 14 weeks from April 6. If successful, firm will expand to other tv markets, according to Carroll Ray, account executive, Neale Adv. Assoc., Los Angeles agency servicing the account. Series is a CBS-TV film package.

Rountree's Dairy Box Chocolates, imported from York, England, has started radio spot announcement campaign on limited number of radio stations. Agency: Abbott Kimball Co., N. Y.

New York Ford Dealers, through J. Walter Thompson Co., N. Y., has bought half of 20-second announcements immediately before and after telecasts of the 77 New York Yankee home games, starting April 15. **Beechnut Packing Co.,** Canajoharie, N. Y., through Kenyon & Eckhardt, has purchased one-quarter of the 10-second ID announcements immediately adjacent to telecasts over WPIX (TV) New York of the 154 home games of the Yankees and Giants.

White Rock Plans Radio-Tv

WHITE ROCK Corp., New York, through its new agency, David J. Mahoney, same city, is planning a saturation campaign using television and radio spots. Details of the campaign for White Rock's Sparkling Water, Ginger Ale, True Fruit Flavors, Quinine Water and Dietonic are being worked out.

AGENCY APPOINTMENTS

General Mills (O-Cel-O Sponge div.) names William Esty & Co., N. Y., to handle its advertising. Media plans are as yet undetermined.

Indian River Medicine Co., La Follette, Tenn. (Scalf's Indian River Medicine, herb tonic, Nu-Becols vitamin-mineral dietary supplement), appoints Claude Harrison & Co., Roanoke, Va. Radio, television and newspapers are being used.

Buick Dealers of Calif., L. A. and S. F., appoints Ruthrauff & Ryan Inc., same cities, to handle advertising. Spot radio-tv will be used.

R. T. Collier Corp., L. A. (Tap Sprite carbonated water filters), names West-Marquis Inc., same city. Radio and tv will be used. **Arthur M. Arlett** is account executive.

Swift & Co., Chicago, appoints McCann-Erickson to handle Premium Ham and Premium Bacon accounts effective Nov. 1 and agricultural research advertising immediately. Swift also names **Bert S. Gittins,** Milwaukee, to handle animal feeds, farm plant foods and hatcheries advertising June 1.

Hannah Laboratories, Carmel Valley, Calif. (women's toiletries), names Beaumont & Hohman Inc., S. F. Firm will soon market third skin cream.

Long Island Duck Growers Marketing Cooperative Inc., appoints Williams Adv. Agency, N. Y. Radio and television will be used starting in April locally, and will expand to the national level as distribution warrants.

Fritos Inc., Dallas (packaged corn chips), appoints Ruthrauff & Ryan Inc., L. A., to handle western division advertising. Radio and tv will be used.

Province of Ontario, Toronto (Ontario travel bureau), appoints F. H. Hayhurst Co. Ltd., Toronto. Radio campaign on Canadian and U. S. stations planned.

Starlit Products Co., S. F. (Starlit Shampoos), names Sidney Garfield & Assoc., that city.

Stanton & Son, L. A. (Stanwall hardwood paneling), names Len Woolf Co., that city, to handle advertising, with emphasis on do-it-yourself market.

Pacific Vegetable Products Co., Vacaville, Calif., names Brooke, Smith, French & Dorrance, San Francisco, to handle advertising for industrial, institutional and consumer products.

AGENCY SHORTS

Ross Adv. Agency Inc., St. Louis and Kansas City, forms cooperative affiliation with **Walter McCreery Inc.,** Beverly Hills. **Clark F. Ross,** founder and general manager, retains interest in midwest firm.

Crossley & Jefferies, Inc., L. A., moves to 6456 York Blvd. Telephone remains Cleveland 7-8271.

Showalter Lynch Advertising Agency, Portland, Ore., moves to 711 S. W. Alder St. Telephone is Broadway 0525.

Keenan, Hunter & Dietrich, S. F., move to 1014 Alma St., Menlo Park, Calif.

Ohiser Adv. Agency has been formed by Ken Ohiser, formerly account executive, Phares Adv. Agency, Seattle. Offices are at 2014 Third Ave., same city. Telephone is Seneca 2010.

Al King Adv., 7818 Forsyth Blvd., Clayton, Mo., has been formed by Alvin M. King. Mr. King was formerly vice president-commercial manager, KSTM-TV St. Louis.

ABC, DISNEY SET WEEKLY TV SERIES

Multi-million-dollar deal would have as its main objective a weekly one-hour Disney-produced program for showing on ABC-TV. Contract details, including collateral goals, are being witheld until fully completed.

ABC and Walt Disney Productions were reported definitely set last week in what was seen as a multi-million-dollar deal which would bring the Disney organization into television in a long-term exclusive tie-up with ABC. The terms, settled in Hollywood during the past 10 days, now are subject to approval by the Disney board, it was said.

Production of a one-hour weekly series of ABC-TV programs—starting this fall—by the creator of Mickey Mouse was regarded as the prime consideration in the transaction from ABC's standpoint. But it was understood several collateral objectives were involved, including (1) acquisition by ABC of rights to some of the Disney film characters; (2) rights for ABC-TV use of some of the older Disney theatrical productions; including some of his "true life adventures" films, and (3) an ABC tie-in with the projected $10 million Disneyland "World's Fair" amusement park of 160 acres in southern California [CLOSED CIRCUIT, Mar. 15].

While it is known ABC President Robert E. Kintner, reportedly handling network negotiations, was in Hollywood and returned the weekend of March 27-28 after a series of meetings with Roy Disney, president of Walt Disney Productions, contract details are being closely guarded pending an official ABC-TV release in New York. The contract, which also carries the signature of Walt Disney, board chairman of Disney Productions, makes the latter the first important motion picture studio to enter television under its own name.

It was reported Disney Productions has been surveying the video medium for the past three years. Conjecture is that the one-hour series will be basically live, possibly using parts of early cartoons and films with no theatrical re-release market value.

Commenting on reports that a "large food packaging firm" would become a third partner in the deal, a Disney spokesman declared the partnership is between Disney and ABC-TV and the signing of a third party is not necessary at this time.

He said that while a food firm would be a natural advertiser to tie up with the show, since the Disney product always has appealed to the family trade and not to just a segment of the family, the ultimate sponsor conceivably could be "say, an automobile firm."

This spokesman said that despite numerous inquiries from sponsors and advertising agencies, details of the program format would be presented to sponsors only when fully worked out. He said Disney would make each program new and unusual, with "surprise elements."

The Disney spokesman said the 160-acre tract in southern California probably would serve as an origination point for this series and others. It is scheduled to open early in 1956.

It was understood the contract with ABC would in no way interrupt Disney Productions' theatrical film production schedule.

AVAILABILITY of Motion Pictures for Television's *Junior Science*, 39 quarter-hour series filmed in color, is being announced. Discussing the series are (l to r) Edward D. Madden, vice president-general manager of MPTV's Film Syndication Division; Kenneth M. Swezey, science advisor, and Dr. Gerald Wendt, director of science for UNESCO, Paris, who delivers commentary and demonstrations for the series.

ABC REALIGNS FILM DIVISION

ABC FILM Syndication has been set up as a wholly-owned subsidiary of AB-PT Inc. Robert F. Kintner, ABC president, announced last week. It will operate as a self-contained unit of ABC, which is an AB-PT division.

The organization formerly operated as ABC Syndication, which ABC established as a fifth division of its network in August 1953, at which time George Shupert joined the network as vice president in charge of the unit.

In the reorganization, Mr. Shupert becomes president of ABC Film Syndication and Don Kearney, national sales manager, assumes the title of vice president in charge of sales. Other officers of the new subsidiary are Edward Graessle, treasurer, and Raphael Scobey, secretary.

Directors of ABC Film Syndication are Messrs. Kintner, Shupert, Kearney, and Graessle, and Robert H. O'Brien, ABC executive vice president.

Actors Charge Wrather With Breach of Contract

TWO SUITS totalling $9,000 and charging breach of contract were filed in Los Angeles Superior Court Wednesday against Jack D. Wrather Jr., tv film producer and president-co-owner of KOTV (TV) Tulsa and KFMB-TV San Diego, by actors Virginia Field and her husband Willard Parker.

Plaintiffs contend they signed contracts on April 4, 1952, to portray the leading roles in *Boss Lady*, series of 12 half-hour films to be produced by Mr. Wrather for Procter & Gamble's summer replacement on NBC-TV. The suit charges the defendant repudiated the contract two weeks later and subsequently made the series with other actors.

With payment set at $450 and $300 per film, respectively, Miss Field and Mr. Parker claim they were to receive 7% and 3%, respectively, of the re-run profits and asked the court for an accounting as the series is in re-issue.

THE *Boston Blackie* film series will be sponsored on WXEL (TV) Cleveland for 26 weeks by Frigidaire under an agreement being made here by (l to r) John Duffy, president of Duffy Advertising Agency; Spencer Meilstrup, Frigidaire sales manager, and Carole Roba of the WXEL sales staff.

Academy Pictures Opens New York Office, Studios

ACADEMY Pictures Inc., Hollywood, has opened offices and studios at 588 Fifth Ave., New York, to serve as eastern sales and production headquarters for the making of color and black and white tv film commercials and to produce industrial, educational and training films. Edwin L. Gersham is president and Moray Pautz is vice president.

The opening of New York offices is part of an expansion program of Academy, designed to improve service to clients in New York and Hollywood. Academy specializes in the animated cartoon technique and currently produces commercials for clients including J. Walter Thompson Co., Young & Rubicam, N. W. Ayer & Son, McGraw-Hill Corp., and the U. S. Navy.

Tv Down on the Farm

TELENEWS Productions, N. Y., has announced it has completed the first program of a new, weekly 15-minute tv film series titled *Farm Report*, described as "a tv journal of agriculture." Charles Burris, general manager, said the series represents opening of a campaign to "capture the farm tv market," which is said to have grown in tv set saturation from 9% in 1952 to more than 45% in 1954.

UTP Elects Nathan

ELECTION of Wynn Nathan, national sales manager of United Television Programs Inc., Hollywood, to the post of vice president in charge of sales, was announced last week by Lee Savin, executive vice president of the television organization.

Ronald Colman, TPA Plan 'Ivy' Film Series

Film series budgeted at $50,000 per show, with 39 shows set the first year.

SIGNING of Ronald Colman by Television Programs of America for a *Halls of Ivy* film series to be produced at a cost of $50,000 a show, or almost $2 million for the 39 films planned for the first year's showing, was announced last week. Mr. Colman and his wife, Benita Hume, will appear in the roles they played in the *Halls of Ivy* radio program, and the radio format will be followed in the tv version. Production is scheduled to start late this month, for early-fall release.

TPA President Milton Gordon said *Halls of Ivy* has "always been considered a natural for tv and it has not been done until now because of the high cost. It is only recently that television has attracted sufficient funds and the high calibre talent needed to put on *Halls of Ivy*."

Bill Frye, who was associated with the radio program, will produce the series. Leon Fromkess will be executive producer; Norman McLeod and William Cameron Menzies will direct, and Don Quinn will be editorial supervisor. TPA purchased the rights for *Halls of Ivy* from Ivy Productions, which will continue to have an interest in the show.

CBS-TV Claims 'First' Showing of H-Films

CBS-TV claimed a "beat" last week with the "first presentation to the general public" of the Government film showing the first hydrogen explosion, held in the Pacific in November 1952.

The network reported that two minutes after the film was released by the Federal Civil Defense Administration last Thursday to tv networks, stations and newsreels, excerpts were presented on *The Morning Show*, beginning at 7:02 a.m. EST. It also scheduled the film for 6 p.m. and 11 p.m.

ABC-TV said it presented the first complete showing of the film, 'Operation Ivy' 10-10:30 a.m. Thursday. ABC-TV also showed the motion picture at 8 p.m. NBC-TV carried the film at 8 a.m., 7 and 11:15 p.m. DuMont said portions of the film were shown at 8 p.m. together with interviews.

The film, 28-minutes in length, and in black-and-white, was released to all tv outlets.

The film was prepared by the Defense Dept. and the Atomic Energy Commission. Actual production was by a Hollywood "task unit" of the U. S. Air Force.

The tv film is 16 mm. Also released by FCDA was a series of black-and-white 16mm film clips for tv "news" use; a sound tape of about 14 minutes for radio "news" taken from the "Operation Ivy" film and containing commentary and music.

FCDA said it has set up a tv distribution plan, details of which were contained in a memo sent to video stations across the country. Stations can contact regional civil defense centers for information.

FILM SALES

Midwest Timberman Co. has contracted to sponsor *Cowboy G-Men* film series in five new markets—Ames, Des Moines, Waterloo, Davenport (all Iowa) and St. Joseph, Mo. Series, filmed by **Telemount-Mutual Productions,** Hollywood, is distributed by **National Telefilm Assoc.** Regional sponsors include **Dixie Cup Co.,** Easton, Pa., and **Purity Bakeries Corp.,** Chicago (Taystee Bread).

WNAC-TV Boston has acquired telecasting rights to 26 theatrical films from **George Bagnall & Assoc.,** Beverly Hills. Similar deals have been reported concluded with WAAM (TV) Baltimore and WTMJ-TV Milwaukee.

KCOP (TV) Hollywood has acquired *The Visitor,* NBC Film Syndication package of 44 half-hour programs.

FILM DISTRIBUTION

Quality Films, Hollywood, has acquired tv distribution rights to four theatrical films: "Macomber Affair," 1947 United Artists release with **Joan Bennett** and **Gregory Peck;** "Fireball," 1950 20th Century-Fox, **Mickey Rooney** and **Pat O'Brien;** "Millionaire for Christy," 1951 20th Century-Fox, **Fred MacMurray** and **Eleanor Parker;** "Navajo," 1952 Lippert, Navajo Indian cast.

Brandon Films Inc., N. Y., announced that "Diary of a Country Priest," prize-winning full-length feature film in French with English titles, will be released for television following theatrical presentation.

George Bagnall & Assoc., Beverly Hills, which recently took over active management of **Consolidated Television Sales** for new owner, **Shull Bonsall,** in a separate transaction has acquired tv distribution of two **Jerry Fairbanks** feature films. They are "The Windjammer," starring **Bob Burns,** and "Doctor Jim," starring **Stu Erwin.**

Jerry Fairbanks, Hollywood producer of some 500 tv films, 300 theatrical shorts and 50 feature length commercial films, is preparing his first theatrical motion picture venture, "Project Saucer." Scheduled as a wide-screen feature in color, it is based on documented flying saucer material from government and aviation files.

FILM PRODUCTION

Jerry Fairbanks Productions, Hollywood, is shooting three one-minute tv commercials for **Oldsmobile Division of General Motors Corp.,** Detroit, with announcer **Bob LeMond.** Agency is D. P. Brother, Detroit.

Christ-Koplan Productions, Hollywood, is making a series of two-minute films clips in front of retail stores of dealers handling **Zenith** and **Norge** home appliances for integration in *Harry Koplan-Rosemary LaPlanche Show,* live tv package telecast by KHJ-TV that city, which is sponsored by **Sues, Young & Brown Inc.** (S. Calif. distributors of Norge and Zenith lines). Use of film clips, according to **Mr. Koplan,** "can bring the public and the dealers who sell our sponsor's product into much more intimate and friendly contact with our shows. We are putting on audience participation stunts in front of our dealers' stores and the thing is paying off with a greater amount of public interest than we had anticipated," he said. Agency is **Dan B. Miner Co.,** L. A.

Telecraft Productions Inc., Hollywood, with new headquarters at Ted Allan Studios, 6230 Yucca, is shooting a new group of 13 films in color for *Hank McCune Show.*

KING OSCAR sardines will be promoted on the WABC-TV New York shows of Maggie McNellis and Henry Morgan *(Here's Henry)* in agreement being signed here with Arthur Lange (c), Chr. Bjelland & Co., packers of sardines.

TALKING color tv at WJAR-TV Providence studios are (l to r): standing—Reid Davis, tech. supervisor of NBC color, and William Martin, NBC N.E. sls. rep.; seated—Doty Sinclair, WJAR-TV pub. rel. and color dir., and Barry Wood, NBC executive producer in charge of color coordination.

CENTURY Super Markets, sponsor of WFMJ-TV Youngstown's daily *Kitchen Corner,* will sponsor a second tv cooking school and food show for five days after previous successful one-day show. At signing (l to r): Seated—Norman Aron, Century sls. mgr.; Len Nasman, WFMJ-TV. Standing—Bill Stalker and Bob Thompson, Century; Mitchell Stanley, station manager of WFMJ-TV, and Warren Park, program director of WFMJ-TV.

COOK Furniture & Appliance Co. signs long-term contract to participate in *Six Is Cookin' Show* on WTVN (TV) Columbus, Ohio, in connection with Hotpoint kitchen appliances of General Electric Supply Co. L to r: Charles Moritz, GE Supply Co.; William F. Cook, Cook Co.; Edwin G. Richter Jr., WTVN sls. mgr., and James Clark, GE Supply Co.

RADIO, TV NETWORKS' COMBINED GROSS EXCEEDS $35 MILLION FOR FEBRUARY

PIB figures show month was 23.6% over the preceding February. Totals for the first two months of '54 are ahead of the '53 pace.

COMBINED gross time sales of the four nationwide radio and four tv networks in February amounted to $35,232,563, an increase of 23.6% over the gross for February 1953 of $28,502,162. For the January-February period, this year's total was $73,510,216, a gain of 23.2% over the gross of $59,656,564 for the same two months of last year. Figures are taken from the accompanying tables, compiled by Publishers Information Bureau.

Radio network billings in February continued their slight decline, down 4.1% from February a year ago, with the January-February total 4.6% below that of the opening two months of 1953.

Tv network billings advanced much more rapidly than the radio billings fell off. February's tv network gross was 45.8% ahead of February 1953; the January-February total was 45.5% up from that of the same two months of 1953.

Also from PIB data came the analysis of radio and tv network advertising revenue in January, including tables showing the top 10 advertisers that month for each type of network, the leading advertisers in each product group and the total combined time purchases of each product group on both radio and tv networks, with January 1954 compared to that month of last year.

In line with the billings trends, the PIB records of network advertising also show that the number of advertisers using the radio networks in January declined from 166 a year ago to 153 this year, while tv network clients increased from 149 to 184.

* * *

Top Ten Radio Network Advertisers in January 1954

1.	Procter & Gamble Co.	$1,133,733
2.	Miles Labs	631,681
3.	Gillette Co.	511,441
4.	General Foods Corp.	451,646
5.	Colgate-Pamolive Co.	431,897
6.	American Home Products Corp.	422,151
7.	Sterling Drugs	385,799
8.	Lever Brothers Co.	379,058
9.	Liggett & Myers Tobacco Co.	339,112
10.	P. Lorillard Co.	293,885

Top Ten Tv Network Advertisers In January, 1954

1.	Procter & Gamble Co.	$1,570,356
2.	Colgate-Palmolive Co.	1,043,165
3.	General Motors Corp.	1,042,165
4.	R. J. Reynolds Tobacco Co.	945,963
5.	Gillette	769,181
6.	American Tobacco Co.	767,868
7.	General Foods Corp.	646,371
8.	General Mills	616,513
9.	P. Lorillard Co.	556,210
10.	General Electric Co.	492,407

Leading Radio Network Advertisers In Each Product Group in January, 1954

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$43,037
Apparel, Footwear & Access.	Knomark Mfg. Co.	61,010
Automotive, Automotive Access. & Equipment	General Motors Corp.	221,623
Beer, Wine & Liquor	Anheuser-Busch	143,276
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	66,936
Confectionery & Soft Drinks	William Wrigley Jr. Co.	134,905
Consumer Services	AT&T	62,752
Drugs & Remedies	Miles Labs	631,681
Food & Food Products	General Foods Corp.	451,646
Gasoline, Lubricants & Other Fuels	Socony-Vacuum Oil Co.	134,654
Household Equipment	Philco Corp.	116,955
Household Furnishings	Owens-Corning Fiberglass Corp.	50,532
Industrial Materials	General Electric Co.	86,350
Insurance	Prudential Insurance Co.	65,043
Jewelry, Optical Goods & Cameras	Longine-Wittnauer Watch Co.	107,051
Office Equipment, Writing Supplies, Stationery	Hall Brothers	83,250
Publishing & Media	Thomas Nelson & Sons	31,091
Radios, TV Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	81,110
Smoking Materials	Liggett & Myers Tobacco Co.	339,112
Soaps, Cleansers & Polishes	Procter & Gamble	697,175
Toiletries & Toilet Goods	Gillette Co.	511,441
Transportation & Travel Resorts	Assn. of American Railroads	63,228
Miscellaneous	CIO	103,441

Leading Tv Network Advertisers By Product Groups During January, 1954

Apparel, Footwear & Access.	Cat's Paw Rubber Co.	$75,923
Automotive, Auto. Access. & Equip.	General Motors Corp.	893,277
Beer, Wines & Liquor	Wine Corp. of America	159,345
Bldg. Materials, Equip. & Fixtures	Sherwin-Williams Co.	52,970
Confectionery & Soft Drinks	Coca-Cola Co.	219,972
Consumer Services	Electric Co.'s Adv. Program	100,008
Drugs & Remedies	Serutan Co.	385,234
Food & Food Products	General Foods Co.	646,371
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	139,080
Household Equipment	General Electric Co.	411,027
Household Furnishings	Armstrong Cork Co.	118,530
Industrial Materials	Reynolds Metals Co.	149,940
Insurance	Prudential Insurance Co. of America	78,372
Jewelry, Optical Goods & Cameras	Speidel Corp.	97,040
Office Equip., Writing Supplies & Stationery	Hall Brothers	247,696
Publishing & Media	Curtis Publishing Co.	10,149
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	241,077
Retail Stores & Direct by Mail	F. W. Woolworth Co.	42,345
Smoking Materials	R. J. Reynolds Tobacco Co.	945,693
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,570,356
Sporting Goods & Toys	Parker Brothers	16,480
Toiletries & Toilet Goods	Colgate-Palmolive Co.	852,169
Transportation, Travel & Resorts	Greyhound Corp.	84,867
Miscellaneous	Swift & Co.	115,582

Gross Radio Network Time Sales By Product Groups For January 1954, Compared To January, 1953

	January 1954	January 1953
Agriculture & Farming	$ 92,280	$ 107,317
Apparel, Footwear & Access.	61,010	82,705
Automotive, Automotive Access. & Equip.	771,578	598,107
Beer, Wine & Liquor	169,019	81,249
Bldg. Materials, Equipment & Fixtures	127,719	71,650
Confectionery & Soft Drinks	233,458	246,220
Consumer Services	165,810	213,139
Drugs & Remedies	1,780,167	1,782,293
Entertainment	.....	.....
Food & Food Products	2,758,364	3,264,159
Gasoline, Lubricants & Other Fuels	640,665	445,538
Horticulture	.....	1,188
Household Equipment	334,874	640,196
Household Furnishings	55,213	203,592
Industrial Materials	92,475	148,437
Insurance	183,650	157,858
Jewelry, Optical Goods & Cameras	130,721	78,900
Office Equipment, Writing Supplies & Stationery	83,250	66,580
Publishing & Media	68,804	16,062
Radios, TV Sets, Phonographs, Musical Instruments & Access.	251,497	282,024
Retail Stores & Direct by Mail	.....	1,236
Smoking Materials	1,181,980	1,295,189
Soaps, Cleansers & Polishes	1,282,283	1,191,727
Sporting Goods	.....	.....
Toiletries & Toilet Goods	1,904,669	2,429,711
Transportation, Travel & Resorts	63,228	63,196
Miscellaneous	788,491	409,442
TOTAL	$13,221,205	$13,877,715

Source: Publishers Information Bureau

Gross Tv Network Time Sales By Product Groups For January, 1954 Compared To 1953

	January 1954	January 1953
Apparel, Footwear & Access.	$ 343,918	$ 251,645
Automotive, Auto. Equip. & Access.	2,270,074	1,511,095
Beer, Wine & Liquor	522,194	367,080
Bldg. Materials, Equipment & Fixtures	67,523	.....
Confectionery & Soft Drinks	725,186	622,784
Consumer Services	100,008	22,056
Drugs & Remedies	1,266,398	910,942
Food & Food Products	4,760,619	3,113,738
Gasoline, Lubricants & Other Fuels	499,380	315,292
Household Equipment	2,175,314	1,264,275
Household Furnishings	427,701	257,128
Industrial Materials	453,695	380,780
Insurance	126,966	103,050
Jewelery, Optical Goods & Cameras	256,983	230,970
Office Equipment, Writing Supplies & Stationery	395,931	77,580
Publishing & Media	19,514	53,721
Radios, TV Sets, Phonographs, Musical Instruments & Access.	761,411	313,550
Retail Stores & Direct by Mail	42,345	23,175
Smoking Materials	3,426,300	2,942,932
Soaps, Cleansers & Polishes	2,412,734	1,889,445
Sporting Goods & Toys	16,480	15,038
Toiletries & Toilet Goods	3,543,830	2,563,329
Transportation, Travel & Resorts	157,781	48,159
Miscellaneous	284,163	170,141
TOTAL	$25,056,448	$17,447,905

Network Radio

	Feb. 1954	Feb. 1953	Jan.-Feb. 1954	Jan.-Feb. 1953
ABC	$ 2,494,737	$ 2,538,663	$ 5,325,391	$ 5,213,285
CBS	4,775,564	4,670,833	9,968,470	9,827,981
MBS	1,695,804	1,638,075	3,501,576	3,424,209
NBC	3,176,849	3,813,602	6,568,722	8,074,157
TOTAL	$12,142,954	$12,661,173	$25,364,159	$26,539,632

Network Television

	Feb. 1954	Feb. 1953	Jan.-Feb. 1954	Jan.-Feb. 1953
ABC	$ 2,502,372	$ 1,481,032	$ 5,282,946	$ 3,085,924
CBS	9,965,481	6,621,629	20,678,810	13,705,248
DuMont	1,118,447	862,299	2,564,055	1,845,093
NBC	9,503,309	6,876,029	19,620,246	14,480,667
TOTAL	$23,089,609	$15,840,989	$48,146,057	$33,116,932

Network Radio Totals To Date

	ABC	CBS	MBS	NBC	TOTAL
January	$ 2,830,654	$ 5,192,906	$ 1,805,772*	$ 3,391,873	$13,221,205
February	2,494,737	4,775,564	1,695,804	3,176,849	12,142,954
TOTAL	$ 5,325,391	$ 9,968,470	$ 3,501,576	$ 6,568,722	$25,364,159

* Revised 3/29/54

Network Television Totals To Date

	ABC	CBS	DuM	NBC	TOTAL
January	2,780,574	$10,713,329	$ 1,445,608	$10,116,937	$25,056,448
February	2,502,372	9,965,481	1,118,447	9,503,309	23,089,609
TOTAL	$ 5,282,946	$20,678,810	$ 2,564,055	$19,620,246	$48,146,057

Source: Publishers Information Bureau

WKRC Cincinnati will air announcements for Hamilton Watch Co. on its Tom McCarthy farm show for a year. L to r: Kenneth Church, WKRC natl. sls. v. p.; Jim Corcoran, Hamilton Watch Co. and BBDO; Mr. McCarthy, m. c., and David G. Taft, WKRC exec. v. p.

KWKH Shreveport is celebrating its eighth year of carrying *Your Esso Reporter*. L to r, Fred Watkins, KWKH asst. mgr.; J. C. Wilbourne, asst. div. mgr. for Esso in New Orleans; Henry Clay, KWKH v. p.-gen. mgr., and H. D. Monroe, Esso dist. mgr.

WHAM Rochester has aired *Tower Clock Time* 23 years for Sibley, Lindsay & Curr Co., department store. At renewing (l to r): Seated—Louise Wilson, show m. c. for SL&C, and Egil Krogh, SL&C pres. Standing—William Fay, gen. mgr., and Jack Kennedy, sls. mgr., both WHAM, and J. Loewenguth, SL&C publ. dir.

WXYZ Detroit will carry Mon.-Fri. morning news 52 weeks for Texas Co. Seated, G. B. Fraser, Mich. mgr. of Texas Co.; L to r, standing—C. A. Bentley, asst. div. mgr., and R. P. Keim, zone mgr., Texas Co.; Hal Neal, dir. of radio sls., and James G. Riddell, WXYZ pres.

KBS FINDS SMALL-TOWN AUDIENCES LOYAL

Small-town residents listen to their local stations more than residents of larger cities do to theirs, according to Keystone analysis of Nielsen Coverage Service data.

RADIO families in the nation's small towns and the surrounding countryside are loyal listeners to their home-town radio stations, according to an analysis of Nielsen Coverage Service data made by Keystone Broadcasting System, a recent NBC subscriber. The study shows that approximately three-fourths of the total audience of these small town stations is made up of regular daily listeners rather than occasional tuners-in, KBS said.

Elimination from KBS' list of 700 affiliates all stations of more than 5 kw power, those in cities of 20,000 or more population and those in metropolitan areas, leaves 479 KBS affiliates in small city areas. Of these, KBS pointed out:

- 74% of the homes listening weekly in the stations' total coverage areas are also part of the stations' audience on the average day.
- 79.1% of the homes listening weekly in the stations' home areas are also average daily listeners to their home-town stations.
- Compared with these figures a similar study of 36 major market stations showed a total coverage area loyalty index of 68% and a home area loyalty index of 68.9%.

As the adjoining tables show, the small town station loyalty index figures are relatively unaffected by the size of the community, with little difference percentagewise between towns of less than 5,000 inhabitants and those of more than 15,000. Nor does the number of stations in the community make any significant change. In all cases, the home area audiences are slightly more loyal to their local stations than are the total audiences.

The study also shows that stations in the smaller towns appear to build up a pattern of listenership and audience loyalty in which a larger share of their total audience comes from outside their home NCS areas than is the case for stations in larger towns. This probably is explained by the fact that most stations in smaller towns are in regions where stations are quite some distance apart. In these cases, each station performs an important community service over a relatively large geographical area, indicating its total audience may be far in excess of the size of its home town.

Translation of the percentage figures into the number of families reached by the 479 small town stations reveals a combined average daily audience of 4,770,410 homes, which rises to a total of 6,444,980 homes reached per week.

Background data on these affiliates is as follows:

Table I

Number of KBS Stations Located in Various Size Towns

Population of Town (1950 Census)	No. of Stations
Under 10,000	324
10,000-19,999	155
Total	479

Table II

Number and Percentage of KBS Stations in the Study Located in Towns with Varying Numbers of AM Stations

No. of AM Stations in Town	No. of Stations in Such Towns	Percentage of Stations in Such Towns
One	426	89.0
Two and Three	53	11.0
Total	479	100.0

Table III

Regional Location of the 479 KBS Stations Included in this Study

Region	No. of Stations	Percentage of Stations
Northeast	22	4.6
North Central	109	22.8
South	278	58.0
West	70	14.6
Total	479	100.0

Table IV

Average Loyalty Index of Daytime Audiences to the 479 Stations in this Study

Loyalty Index	Total Audience	In Home NCS Areas of Station
All Stations	74.0%	79.1%
By Home-Town Population:		
Under 5,000	71.9%	76.5%
5,000-9,999	74.6%	79.8%
10,000-14,999	73.7%	78.3%
15,000-19,999	74.9%	80.6%
By No. of Stations in Home-Town:		
One	73.9%	79.0%
Two or Three	75.1%	80.2%

Table V

Average Percentage of Stations' Audiences in the Home Area of the Station, by Town Size

Town Size	Weekly	Average Day
Under 5,000	53.2	56.6
5,000-9,999	59.7	63.8
10,000-14,999	58.9	62.6
15,000-19,999	69.4	74.7

Nielsen Radio List Puts 'Benny' at Top

CBS Radio's *Jack Benny Show* led the A. C. Nielsen Co. list of top evening, once-a-week evening network radio shows for the week of Feb. 21-27. Next in order were CBS' *Amos 'n' Andy* and *Lux Radio Theatre*. The listings:

Rank	Program	Homes Reached (000)
Evening, Once-a-Week		
	(Average for all Programs)	(1,959)
1	Jack Benny Show (CBS)	4,478
2	Amos 'n' Andy (CBS)	4,338
3	Lux Radio Theatre (CBS)	4,012
4	Our Miss Brooks (CBS)	3,592
5	People Are Funny (CBS)	3,498
6	Mr. Keen (CBS)	3,219
7	Mr. and Mrs. North (CBS)	3,125
8	My Little Margie (CBS)	3,125
9	You Bet Your Life (NBC)	3,079
10	Charlie McCarthy Show (CBS)	3,079
Evening, Multi-Weekly		
	(Average for all Programs)	(1,166)
1	News of the World (NBC)	2,239
2	One Man's Family (NBC)	2,192
3	Fibber McGee and Molly (NBC)	1,959
Weekday	(Average for All Programs)	(1,773)
1	Romance of Helen Trent (CBS)	3,079
2	Aunt Jenny (CBS)	2,845
3	Our Gal, Sunday (CBS)	2,845
4	Guiding Light (CBS)	2,752
5	Wendy Warren and the News (CBS)	2,705
6	This Is Nora Drake (Bristol-Myers) (CBS)	2,566
7	Road of Life (CBS)	2,472
8	Stella Dallas (NBC)	2,472
9	Arthur Godfrey (Pillsbury) (CBS)	2,426
10	Backstage Wife (NBC)	2,426
Day, Sunday	(Average for All Programs)	(886)
1	Shadow, The (MBS)	2,192
2	Lorne Greene (MBS)	1,679
3	Cecil Brown Commentary (MBS)	1,586
Day, Saturday	(Average for All Programs)	(1,353)
1	Stars Over Hollywood (CBS)	2,472
2	Theatre of Today (CBS)	2,239
3	Bill Shadel and the News (CBS)	1,912

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Direct Mail Gains

DIRECT MAIL advertising expenditures for the month of February were reported by the Direct Mail Advertising Assn. last week to have amounted to $103,902,873, said to represent a gain of 5.86% over expenditures for February 1953. DMAA noted the total amount for the first two months of 1954 was $209,412,970.

Buy WHO

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

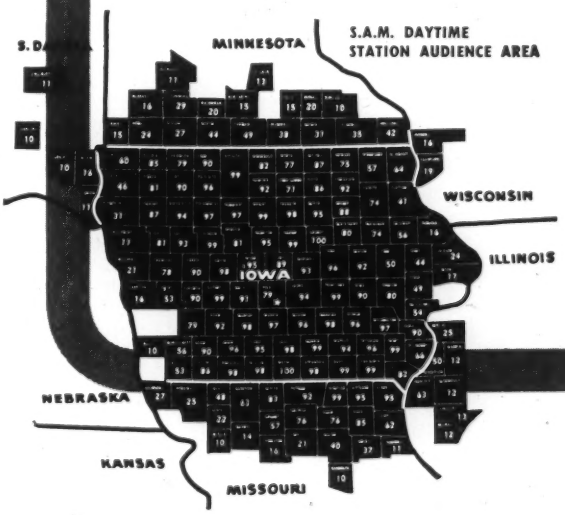
TAKE AUTOMOTIVE SALES, FOR INSTANCE!

5.4%	CEDAR RAPIDS	
4.5%	TRI-CITIES	
13.3%	DES MOINES	
2.6%	DUBUQUE	
4.3%	SIOUX CITY	
4.0%	WATERLOO	
65.9%	REMAINDER OF STATE	

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

67.2%	Food Stores
63.2%	Eating and Drinking Places
47.9%	General Merchandise Stores
57.5%	Apparel Stores
61.4%	Home Furnishings Stores
65.9%	Automotive Dealers
74.9%	Filling Stations
80.8%	Building Material Groups
62.0%	Drugstores

Source: 1953-'54 Consumer Markets



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Parsons Like Radio-Tv

PRESBYTERIAN ministers do not allow themselves much time for recreation, but when they do, tv and radio are their favorite modes of diversion.

A recent survey by the Rev. Keith H. Sackett, Kansas City, Mo., of that city's Presbyterian ministers, revealed that almost half of the ministers who replied to the questionnaire listed "lack of time" as the primary reason for inadequate recreation. Many don't even take half a day off during the week. Others replied that when they do take time off, their recreation is generally "unplanned."

However, when they do find time for diversion, the ministers' preferences for family recreation are, in order: tv and radio, picnics, games and movies. Non-family, spectator-type sports, that they prefer watching are: football, baseball, boxing and basketball.

Jan.-Feb. Radio-Tv Output Drops Back to '52 Level

RADIO and tv set output at factories dropped during January and February from the 1953 level to about the 1952 point, according to Radio-Electronics-Tv Mfrs. Assn. Production in the two months of 1954 totaled 847,504 television sets compared to 1,449,831 in the same 1953 period and 814,269 in 1952.

Output of radios totaled 1,641,213 sets in January-February compared to 2,285,581 a year ago and 1,566,590 in the first two months of 1952. Of 769,232 radios made in February, 12,298 had fm tuning circuits, with another 1,287 tv sets having fm circuits.

Uhf tuning facilities were built into 92,275 of the 426,933 tv sets produced in February, or a little less than one-fourth of the output.

Radio and tv set production during the first two months of 1954 follows:

	Television	Home Radio Sets	Portables
January	420,571	271,036	46,571
February	426,933	233,063	98,275
TOTAL	847,504	504,099	144,846
	Auto Radio	Clock	Total Radio
January	394,442	159,932	871,981
February	331,961	105,933	769,232
TOTAL	726,403	265,865	1,641,213

'Lucy' And Groucho Lead ARB's Lists for March 1-7

AMERICAN Research Bureau rated CBS-TV's *I Love Lucy* as the top evening, once-a-week network tv show for March, based on viewing for the week of March 1-7. ARB reported NBC-TV's *You Bet Your Life* was No. 1 of the top 10 shows in television viewers reached during the same period. The ARB list:

Rank	Program	Rating
1	I Love Lucy (CBS)	67.2
2	Dragnet (NBC)	62.1
3	You Bet Your Life (NBC)	57.2
4	Talent Scouts (CBS)	52.2
5	Jackie Gleason (CBS)	49.0
6	Life of Riley (NBC)	46.1
7	Our Miss Brooks (CBS)	44.6
8	This Is Your Life (NBC)	44.1
9	T-Men In Action (NBC)	42.7
10	Kraft Tv Theatre (NBC)	41.4

Rank	Program	Viewers (000)
1	You Bet Your Life (NBC)	46,200
2	I Love Lucy (CBS)	44,380
3	Dragnet (NBC)	44,090
4	Jackie Gleason (CBS)	36,750
5	Talent Scouts (CBS)	33,120
6	Comedy Hour (Cantor) (NBC)	32,530
7	Toast of the Town (CBS)	29,970
8	Godfrey and Friends (CBS)	29,400
9	Mama (CBS)	27,940
10	Milton Berle (NBC)	27,410

FLANAGAN URGES SRA-4A JOINTLY STUDY REQUEST FOR AUDIO-ONLY IDS ON TV

Kools' agency originally had suggested that the full screen be utilized by the advertisers during the ten second filmed announcements.

PROPOSALS that tv stations confine their identifications (IDs) to audio only, giving the full screen to the sponsors of 10-second commercials telecast concurrently with the IDs, or any other suggested changes in the ID standard should be referred to a standing joint committee of Station Representatives Assn. and American Assn. of Advertising Agencies, T. F. Flanagan, SRA managing director, said in a bulletin sent last week to all tv stations as well as SRA members.

SRA bulletin was prompted by a letter from Ted Bates & Co., agency for Brown & Williamson Tobacco Co., to all stations carrying ID announcements for B & W's Kools asking that they "accept Kool 10-second filmed announcements which take advantage of 100% of video space for selling of the product, using the 'voice-over' technique for station identification."

Letter, dated March 26 and signed by Thomas F. Harrington, partner in the agency, said that "we are contemplating the production of new commercial spots within the next two weeks" and asked for an early reply. Late last week an agency spokesman said that it was too soon to know how many stations would go along with the proposal. Mr. Flanagan said that he had heard from a number of stations, which, so far as he knew, were "unanimous in opposition to the proposal."

Budget Figures

In his letter to stations, Mr. Harrington pointed out that 93% of the entire Brown & Williamson advertising budget is devoted to television and 85% of all spots used for Kools are 10-second ID announcements. "While the use of ID spots is an economical way to reach consumers," he said, "it is equally true that 10 seconds does not afford the advertiser very much time in which to deliver his message, either visually or on the sound track."

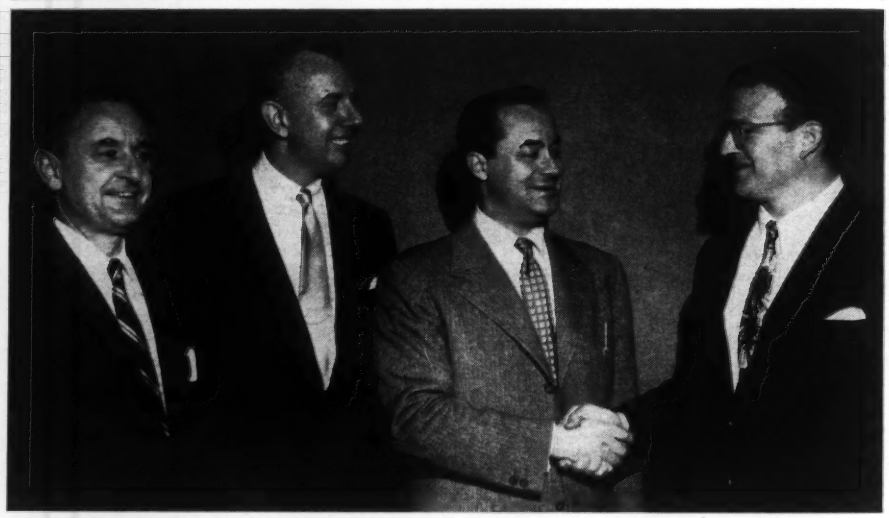
Noting that the "advertising impact is further diminished" by the requirement of some stations that their call letters appear in the top 25% of the frame, Mr. Harrington reported that "many stations around the country" are scheduling IDs without this stipulation. "The full use of the ten-second spot is necessary to the best results in a campaign," he stated, emphasizing that the results of a campaign determine the allotment of appropriations for future campaigns.

Commenting on this thought, Mr. Flanagan, in his bulletin, said: "If our good friends, the advertisers and agencies, require more time and space than are available in a tv station ID under SRA ID standard, then that might suggest the need for an announcement—not an ID—that is not now on stations' rate cards."

Mr. Flanagan reminded the tv broadcasters that the SRA ID standard was "evolved through the cooperation of a committee of tv station representatives and agency timebuyers in consultation with stations and advertisers." Aimed at simplifying and standardizing mechanical requirements for IDs and establishing an ID rate based on video-audio time shared by advertiser and station, the committee's efforts produced a standard that had helped to create more national tv spot sales, he said.

"SRA's suggestion," the bulletin concluded, "is that the current and future questions of related nature be resolved by a continuing joint committee of SRA and 4A members. That would assure a simple, convenient and businesslike procedure for handling such mutual problems in the light of tv's ever changing scene and with due consideration for the real problems of all concerned.

"The accent should always be on how best to use spot tv to sell more goods and services."



CONGRATULATIONS are in order following election of new officers and governors by members of the Chicago Chapter of the American Assn. of Advertising Agencies in that city last fortnight. L to r: George B. Bogart, vice president, J. R. Pershall Co., new vice chairman; Richard L. Scheidker, New York AAAA office; James G. Cominos, vice president and radio-tv director, Needham, Louis & Brorby, new Chicago Chapter chairman, and Clinton E. Frank, Clinton E. Frank Inc., retiring chairman.

CBS IN PITTSBURGH

the new

KQV

announces the appointment

of

Paul H. Raymer Company INC.

as

NATIONAL REPRESENTATIVES

KQV CBS RADIO 5000 WATTS 1410KC

TELEVISION CODE problems are discussed with Chairman John W. Bricker (R-Ohio) of the Senate Interstate & Foreign Commerce Committee, by the NARTB Television Code Review Board at a conference last Monday. Seated: Sen. Bricker and Mrs. A. Scott Bullitt, KING-TV Seattle. Standing (l to r): Ewell K. Jett, WMAR-TV Baltimore; J. Leonard Reinsch, WSB-TV Atlanta, review board vice chairman; John E. Fetzer, WKZO-TV Kalamazoo, Mich., board chairman; Thad Brown, NARTB tv vice president; Robert K. Richards, NARTB administrative vice president, and Edward H. Bronson, director of tv code affairs. The board also met with other senators.

RADIO-TV HIGH ON AAAA AGENDA

American Assn. of Advertising Agencies has given broadcasting a top position for study at the upcoming White Sulphur Springs convention. Color tv to come under scrutiny of delegates.

TELEVISION and radio have a primary role on the agenda for the 36th annual meeting of the American Assn. of Advertising Agencies, to be held April 22-24 at the Greenbrier, White Sulphur Springs, W. Va.

A panel on color television is slated to launch the initial open meeting on April 23, while two discussions based on the broadcast media are booked for the closed business meeting the preceding day.

Marion Harper Jr. of McCann-Erickson, New York, will moderate the color tv panel discussion, in which "top authorities from leading networks and manufacturing companies" will review latest information on color sets, programming, costs, and production problems. This session is slated at 9:45 a.m., April 23.

Labor Relations

In the April 22 morning session closed to all but agency people, Edward G. Wilson of J. Walter Thompson Co., New York, chairman of the AAAA special committee on labor relations, will examine "Labor Relations in Radio and Television." His address will be followed by an appraisal of "Agency Services and Compensation in Television" by J. Davis Danforth of BBDO, New York, chairman of a special joint subcommittee.

Other highlights of the April 22 morning meeting, aside from elections and reports, will be a discussion of the Justice Dept.'s current investigation of advertising, by George Link Jr., AAAA counsel, and a report on "What the Advertising Research Foundation Has Produced So Far."

Theme of the Thursday-Saturday sessions is "Keeping Business Good—Making Advertising Better." The program is being planned by the operations committee of the AAAA board, headed by Chairman Earle Ludgin of Earle Ludgin & Co., Chicago, and Vice Chairman William R. Baker Jr., of Benton & Bowles, New York. Total attendance will be limited to 550, including members, guests and ladies. Meetings of April 23-24 will be open to invited advertiser and media guests.

Except for April 22, when sessions will not be open to guests, mornings will be devoted to business, afternoons to sports.

The April 22 meeting, starting at 10 a.m. with Chairman Ludgin presiding, will include election of officers and directors; reports by President Frederic R. Gamble and Treasurer Winthrop Hoyt of Charles W. Hoyt Co., New York. Mr. Hoyt also will present proposed amendments to the constitution and by-laws. John P. Cunningham of Cunningham & Walsh, New York, will present the report of the committee to nominate officers and directors, while August A. Nelson of the AAAA will present nominations of sectional councils.

After the reports on the Justice Dept. investigation, ARF progress, radio-tv labor relations and agency services and compensation in tv, the members will divide into three groups, according to size of agency, for luncheon and afternoon meetings. Louis N. Brockway of Young & Rubicam, New York, will head the over-$15 million group; Charles L. Rumrill of Charles L. Rumrill & Co., Rochester, the $2-$15 million group, and Arthur G. Rippey of Arthur G. Rippey & Co., Denver, the under-$2 million group.

An organization meeting of the new board is set for 5 p.m., followed by cocktails and dinner for AAAA members and ladies.

The April 23 session, slated at 9:45 a.m. to noon, will open with the panel on color tv, followed by a session in which Fairfax M. Cone of Foote, Cone & Belding, Chicago, will speak on the need for devoting interest and best skills to the field of creative advertising, and Robert J. Keith, vice president of Pillsbury Mills, will discuss better integration of sales and advertising.

The annual reception and dinner will get underway at 6 p.m., April 23.

The April 24 program, starting at 9:30 a.m., will open with a showing of the joint AAAA-Assn. of National Advertisers film on "The Future of America," followed by a talk on "Who's Having the Fun?" by Charles H. Brower of BBDO and a slide presentation by Walter Marguiles, president of Lippincott & Marguiles, New York, industrial designers. Final session will feature a "Newsweek Periscope" panel on advertising and other Washington developments, moderated by Ernest K. Lindley of *Newsweek*, and a speech by Roy E. Larsen, president of Time Inc., director of The Advertising Council, and chairman of the National Citizens Commission for the Public Schools.

The annual meeting will be preceded, on April 21, by the fifth annual council and chapter governors' day, with governors of six AAAA sectional councils and 16 chapters meeting in an all-day conference to exchange information.

Fetzer Says Tv Code Is Improving Programs

SELF-REGULATION of tv by means of the NARTB code is improving calibre of programs and advertising, according to John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB Television Code Review Board.

Progress can be traced through the board's expanded program of staff monitoring, he said Wednesday after a Monday-Tuesday board meeting at NARTB Washington headquarters. The monitoring project was started early last autumn and has had what Mr. Fetzer called "a salutary effect upon the educational processes which are so essential to a self-examination process of this sort."

Edward H. Bronson, director of television code affairs, reported to the board that in more than half of the cases where changes had been proposed those recommended had been put into effect by stations and networks involved.

The board members met last Monday with Chairman John W. Bricker (R-Ohio) of the Senate Interstate & Foreign Commerce Committee. They told Sen. Bricker about the code's provisions and the progress in self-regulation of the television industry. Wednesday afternoon the board met with Sen. Charles E. Potter (R-Mich.); Sen. Homer Ferguson (R-Mich.); Sen. Dwight Griswold (R-Neb.); Sen. John M. Butler (R-Md.), and Sen. E. M. Dirksen (R-Ill.).

Membership Drive

With the number of industry code subscribing stations having increased from over 100 to over 200 in a year the board decided to conduct a membership drive to bring in more stations. All four networks are members. This message has been sent to non-subscribers:

The Television Code Review Board has just completed its 10th meeting since its formation on March 1, 1952. We are encouraged to believe that the code in this difficult period of formation and administration has gained substantial acceptance among its subscribers. The service rendered by the board and its staff in an advisory capacity has assisted station operators in their genuine effort to establish basic tenets for good taste in advertising and programming.

However, the total effect of such an industry-wide effort in the last analysis depends upon the total enthusiasm lent to it by all broadcasters. The board sincerely believes that those who subscribe serve not only their self interest but the larger and more significant public interest. It respectfully solicits your support in this movement toward continuing improvement of the profession through continuing self-examination of its product.

Board members who attended the quarterly meeting besides Chairman Fetzer were J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Ewell K. Jett, WMAR-TV Baltimore and Mrs. A. Scott Bullitt, KING-TV Seattle. Walter J. Damm, WTMJ-TV Milwaukee, was absent. Taking part in the meeting were NARTB President Harold E. Fellows; Robert K. Richards, administrative vice president, and Thad H. Brown Jr., vice president and tv counsel.

WLS NOW FULL TIME STATION

FCC APPROVES MERGER RADIO STATIONS WLS AND WENR

BETTER SERVICE FOR CHICAGO AND MIDWEST LISTENERS

Leading Stars of Both Stations and ABC Network, Plus Popular New Features, to Bring Listeners the Best of Everything on the Air

SEE FOLLOWING PAGES FOR DETAILS

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY BLAIR & CO.

The new full-time WLS began broadcasting on its clear channel frequency of 890 kilocyles with 50,000 watts on April 1st and is a full-time ABC affiliate.

WLS NATIONAL BARN DANCE CELEBRATES THIRTY YEARS ON AIR 24th OF THIS MONTH

The WLS National Barn Dance has been broadcast every Saturday night since April 19, 1924, making it the longest continuously broadcast program in radio. Although it has had many imitators through the years, this granddaddy of folk music shows is still the best of them all.

Right from the start the show was so popular the listeners wanted to see it, so WLS became the first station to have a studio theater. But by 1932 reservations there were being made 7 months in advance.

In that depression year WLS chalked up another radio "first" with its record-breaking show. It took over Chicago's 8th St. Theater, broadcasting the Barn Dance in two complete shows and charging admission. Since then more than 2,350,000 people have paid to see it.

Homer & Jethro

In 1934 when the Barn Dance was 10 years old, it was asked to put on one show at the Century of Progress Exposition. Fair officials expected 10 to 15 thousand to attend but between 25 and 35 thousand arrived. This one-time engagement was expanded to five weeks.

In 1944 when the show was twenty years old, the cast went to Hollywood to appear with Robert Benchley in the Paramount picture "National Barn Dance" which was premiered at the 8th Street Theater.

As a star-maker the Barn Dance has had no equal. Even a partial list of artists who got their start or appeared as established performers on the program reads like a "Who's Who" of show business.

There was Ruth Etting, Les Paul, Win Strake, Curt Massey, Gene Autry, Fibber McGee and Molly, Sam and Henry (later Amos 'n Andy), George Goebel, Smiley Burnette, Red Foley, Rex Allen, Pat Buttram and Max Terhune, to mention only a few.

Sponsor-wise the show has always been a record-breaker. Altogether the present sponsorship adds up to 74 years of advertising, with two advertisers having been with the show since 1933.

Red Blanchard

With the listeners it's a record-breaker, too. Last year such stars as Bob Atcher, Lulu Belle and Scotty, Capt. Stubby and the Buccaneers, Woody Mercer, The Beaver Valley Sweethearts and Dolph Hewitt, played before more than 1,500,000 in the Midwest. In addition, the "SRO" sign is up almost every Saturday night at the 8th St. Theater.

As it enters its thirty-first year of entertaining, this friendly, folksy show is the listening "must" in the homes of the Midwest that it has been for more than a generation.

MANY WLS LOCAL PROGRAMS ARE NATIONALLY FAMOUS

School Time, a program feature on WLS since 1937, has been recognized nationally by seven citations, including Freedoms Foundation and the du-Pont Award.

The picture shows Josephine Wetzler and School Time cast, broadcasting to an estimated audience of 1,360,000 pupils in Midwest grade schools. The programs, prepared in cooperation with an Advisory Board of nationally known educators, teaches good citizenship and cultural and social relations.

Martha Crane

WLS has always had programs of special interest to its homemaker audience, too. Kitchen Club is one such welcome visitor in our listeners' homes.

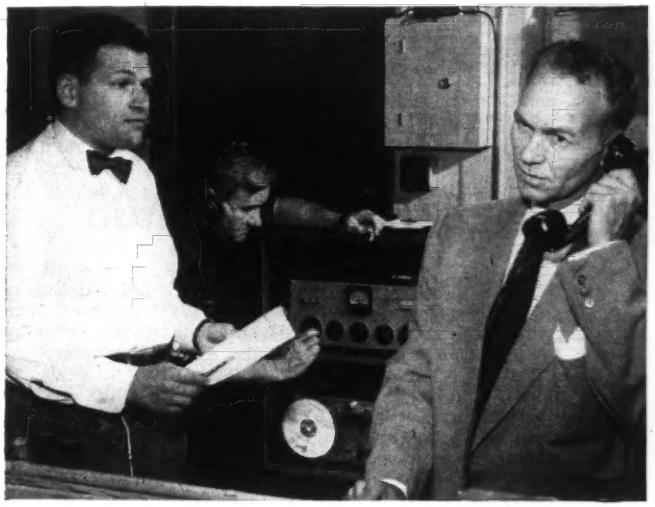
Because of her long experience in planning homemaker shows, Martha Crane's programs are women's magazines of the air as she discusses home decoration, child rearing, entertainment and food preparation.

Dr. John Holland

WLS prides itself on the fact that it is the only Chicago radio station that has a radio pastor — Dr. John Holland. More than a generation has grown up listening to his "Little Brown Church of the Air" since it started March 18, 1925.

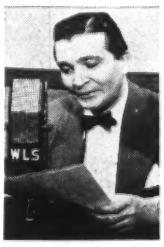
WLS is proud of "Dr. John" and the other WLS personalities the listeners love—who give them service and fun in the high WLS tradition.

By continuing the policies that have been successful for WLS, the new full-time station will render an even greater service to both listeners and advertisers.



WLS BRINGS LATEST NEWS ON ALL IMPORTANT EVENTS

WLS, recognizing the importance of news, is one of America's leading radio stations in the amount and quality of news broadcast daily. The facilities include news wires from the Associated Press, United Press and special news services. In Chicago, the WLS news staff often reports on-the-spot events, frequently recording the voices of the people in the news.



Larry Alexander

All WLS newscasts are carefully edited by experts to see that both sides of the story are told accurately and objectively. WLS does not "take sides" in its news programs.

Pictured here is a telephone recording of "news on the spot." Using a recording like this WLS often reaches the scene of an event just moments after it takes place.

The news staff is headed by William Small and Jim Horstman. Among the newscasters at WLS are such outstanding personalities as Bill Duane, Larry Alexander, Jim Johnston, Jack Stilwill, Ulmer Turner and Dix Harper. In addition, WLS also features the latest ABC network news.

James Horstman

For accurate and complete news reports at breakfast, at noon, in the late evening—all through the day, it's WLS—Mid-America's Number One Station for complete news coverage of local, national and international events.

WLS FARM PROGRAMMING IS COMPLETE, AUTHORITATIVE AND UP-TO-THE-MINUTE

WLS broadcasts the most complete and authoritative farm programs because the WLS farm program staff is made up of some of the best informed agricultural leaders in the Midwest.

Taking part in this service to Midwest agriculture, are members of the editorial staff of Prairie Farmer, one of the nation's top farm publications. Headed by Paul Johnson, editor-in-chief, Prairie Farmer writers and field reporters, are not only "on the air" giving first-hand information on agricultural development, but maintain a steady flow of important farm news to WLS.

Dinnerbell, the oldest continuous farm service program in radio, started in 1924 and broadcast during the noon hour, keeps the vast farm audience informed concerning important farming events and up-to-the-minute developments. Agricultural leaders from all over the world have spoken to the WLS Dinnerbell audience from WLS studios, state fairs, agricultural meetings, farm youth rallies, community festivals, or simply from a farm home.

Dix Harper

The WLS radio personalities who conduct the farm programs include Maynard Bertsch, who is well known through his past work as Indiana Field Editor for Prairie Farmer; Dix Harper, farm specialist and WLS Farm News Editor; and Harry Campbell, farm expert and formerly Information Specialist with the United States Department of Agriculture.

Since marketing is the key to successful farming, WLS has the most complete schedule of market reports in the Midwest including the latest livestock, grain, poultry, butter and egg reports, broadcast at the time of day that the farmer wants them.

WLS broadcasts a complete livestock market report each day, direct from its own studio at the Chicago Livestock Yards, and grain market reports directly from the Board of Trade in Chicago.

Harry Campbell

Because "on-the-farm" sales of poultry and eggs are more important than terminal market sales, reports of these sales are telegraphed to WLS just prior to broadcast time each day. Another important service is the report of future markets on the Chicago Mercantile Exchange.

Direct lines to the U. S. Weather Bureau give WLS listeners the latest authentic weather information throughout the entire day.

It is little wonder that so many of Mid-America's best farmers turn to WLS for service, for information, and for the most accurate and objective reporting of farm developments.

N. Y. METROPOLITAN OPERA HEARD REGULARLY ON WLS

WLS listeners are privileged to attend a performance of the Metropolitan Opera in New York City every Saturday afternoon during the opera season.

Millions of listeners by a twist of their radio dials are transported to the world-famous opera house for hours of enchantment as the world's greatest artists perform the dazzling duets and arias of the master composers. It is estimated that in the WLS area an audience of more than 343,900 people in 181,000 homes take advantage of this great cultural treat.

The brilliant 1953-54 season got under way with the broadcast of Gounod's "Faust" with an outstanding cast led by Jussi Bjoerling in the title role.

Verdi, who seems to be everyone's favorite composer, has been well represented with the broadcasts of his "Aida", "Il Trovatore", "La Traviata" and "Rigoletto".

Other favorites have been Donizetti's "Lucia di Lammermoor", Mozart's "Don Giovanni", Wagner's "Die Walkure" and Moussorgsky's "Boris Godunov".

The WLS merchandisable area where WLS is listened to, as proved by mail response and the research studies.

DON McNEILL & HIS FAMOUS BREAKFAST CLUB HEARD ON WLS WEEKDAY MORNINGS

On June 23, 1933 Don McNeill took over a morning show called "The Pepper Pot", introduced a new format—four calls to breakfast, March Time and Memory Time—and the Breakfast Club was founded.

Since then the program has become a day-starter as traditional as the morning cup of coffee to its more than 7 million listeners across the country.

The show's original format has remained through the years, with now and then an added feature. In 1944 Don introduced the "Moment of Silent Prayer" for a "world united in peace". The "Sunshine Shower" which was started in 1946 has resulted in thousands of cards being sent to patients in hospitals by faithful Breakfast Clubbers.

Betty Crocker

June 23, 1953, the twentieth anniversary of the program was proclaimed "Don McNeill Day" in Chicago by Mayor Kennelly.

That year the program was named the top radio variety show by Radio-Television Daily, and ended its anniversary year by establishing a new studio attendance record.

Three years before, ABC signed Don to a 20 year contract, assuring his services for the Breakfast Club until 1970. So the show's loyal fans can look forward to enjoying the fun for a long time to come.

Following the popular Breakfast Club, WLS features story programs which are favorites with the women listeners.

"My True Story", "Whispering Streets" and "Modern Romances" relate complete stories each day. "When a Girl Marries" is a long-time favorite serial which relates true-to-life episodes in the married life of Joan and Harry Davis.

When it's "Time for Betty Crocker", America's First Lady of Foods crowds a lot of fresh, zesty ideas into her five minute shows with valuable homemaking tips and culinary how-to-do's.

Moppets will continue to hear their favorites —the interplanetary adventures of their friends of "Space Patrol" and the stories of frontier days with "The Lone Ranger" and his pal, Tonto.

Lone Ranger

Older listeners enjoy the songs of Jack Berch, the gay troubadour, reports of sportscaster Bill Stern, and fearless commentator Walter Winchell. The Nelsons, America's favorite family, air their hilarious adventures in "The Adventures of Ozzie and Harriet."

All these programs provide shows for all tastes. They make certain that WLS listeners in the future will do as they have always done—"just leave the radio at the 890 spot on the dial."

Nation's Broadcasters Laud Judge Miller

JUDGE JUSTIN MILLER, for 8½ years president and board chairman of NARTB, headed westward to his Pacific Palisades home Friday bearing the best wishes of the broadcasting industry and leading figures in the nation's political and economic life.

He left Washington at the wheel of a Chevrolet station wagon presented by 600 guests (for list of guests, see page 92) at a Wednesday testimonial dinner at the Mayflower Hotel. The dinner marked Judge Miller's retirement from active service at NARTB, though he continues as legal consultant on call.

Tributes to his industry and legal attainments were paid at the dinner by G. Richard Shafto, WIS-AM-TV Columbia, S. C., who presided and who was a member of the original committee that selected him to become NAB president Oct. 1, 1945; Chief Judge Bolitha Laws of the U. S. District Court (D. C.); Arthur B. Church, president of KMBC-AM-TV Kansas City, pioneer broadcaster, and NARTB President Harold E. Fellows.

At the head table, besides the speakers, were Mrs. Miller; FCC Chairman Rosel H. Hyde; Associate Justice Tom C. Clark, U. S. Supreme Court; Fred Gamble, president, American Assn. of Advertising Agencies, and Carl Haverlin, president of BMI. Mrs. Miller was presented a silver candelabra.

Frank M. Russell, NBC Washington vice president, and Ben Strouse, WWDC Washington, were co-chairmen of the dinner committee. Clair R. McCollough, Steinman Stations, and Robert D. Swezey, WDSU-AM-TV New Orleans, were co-chairmen of the reception committee. Mr. Haverlin was chairman of the entertainment committee. Other members were Paul W. Morency, WTIC Hartford, and J. Leonard Reinsch, WSB-AM-TV Atlanta.

Entertainers at the dinner were Marguerite Piazza, soprano, and Ruggiero Ricci, violinist. The orchestra was conducted by Dino Cortese.

Mr. Shafto recalled the industry's regulatory and legislative problems in 1945 as a special committee sought a leader to replace J. Harold Ryan, Storer Brodacasting Co., who had agreed to serve as interim president after leaving the wartime Office of Censorship as assistant director in charge of broadcasting censorship. Members of that committee also included William B. Way, KVOO Tulsa; Mr. Reinsch; Frank Stanton, CBS; T. A. M. Craven, consultant; and the late John J. Gillin Jr., WOW Omaha.

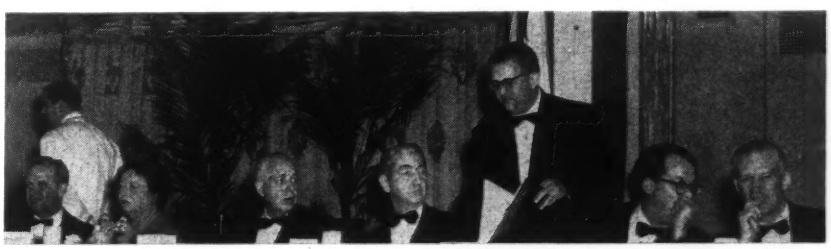
Judge Laws, a personal friend of the guest, paid tribute to Judge Miller's legal contributions, saying that many important legal precedents in his rulings have attained wide acceptance. "Obscurity will never overtake his distinguished name," Judge Laws said.

Mr. Church lauded Judge Miller for his leadership during the postwar period, with its Blue Book, restrictive legislative proposals and television debut. He called him "our friend, counselor, executive and champion of a new profession." He emphasized the efforts of Judge Miller to lead the industry to professional stature in the American scene.

Mr. Fellows, who became NARTB board chairman and president in a dual role Thursday, praised Judge Miller in these words: "The ages have known them before and will know them again—but I should not be surprised that history will record appropriately Judge Miller's unwavering and courageous contribution to freedom of broadcasting. One who admires him as I do can only hope humbly that he can emulate that sturdy resolve and constant purpose. I take heart in the fact that he is still to be associated with all of us broadcasters as a consulting counsel and that thus we will lose neither the genius of his mind nor the companionship of his person."

The Judge at the Wheel

TESTIMONIAL dinner to NARTB's retiring chairman, Judge Justin Miller, included this head table group (l to r): Fred Gamble, president of the American Assn. of Advertising Agencies; NARTB President Harold E. Fellows; Judge Bolitha Laws, Chief Justice, U. S. District Court (D. C.), and Judge Miller.



AT HEAD TABLE to pay tribute to Judge Justin Miller were (l to r): G. Richard Shafto, WIS Columbia, S. C., presiding; Mrs. Miller; Arthur B. Church, KMBC Kansas City; Associate Justice Tom C. Clark, U. S. Supreme Court; hotel attendant; Carl Haverlin, BMI president; FCC Chairman Rosel Hyde.

Members of the reception committee were Campbell Arnoux, WTAR Norfolk, Va.; Ted Bergmann, DuMont; Hugh K. Boice Jr., WEMP Milwaukee; Kenyon R. Brown, KWFT Wichita Falls, Tex.; Kenneth L. Carter, WAAM (TV) Baltimore; George H. Clinton, WPAR Parkersburg, W. Va.; William Fay, WHAM Rochester; Michael R. Hanna, WHCU Ithaca; E. K. Hartenbower, KCMO Kansas City; Harold Hough, WBAP Fort Worth; Earl M. Johnson, MBS; Merle S. Jones, CBS; Edgar Kobak, WTWA Thomson, Ga.; Herbert L. Krueger, WTAG Worcester, Mass.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; John F. Meagher, KYSM Mankato, Minn.; Paul W. Morency, WTIC Hartford; William D. Pabst, KFRC San Francisco; Stanley R. Pratt, WSOO Saulte Ste. Marie, Mich.; Ward L. Quaal, WLW Cincinnati; George B. Storer, Storer Broadcasting Co.; Alexander Stronach, ABC; E. R. Vadeboncoeur, WSYR Syracuse; A. D. Willard Jr., WGAC Augusta, Ga.

Public Relations Assn. Elects Smith President

JOHN H. SMITH Jr., NARTB promotion manager, today (Monday) becomes president of the American Public Relations Assn. at the association's 10th anniversary convention, being held at the Hotel Biltmore, New York. He is a past president of APRA's National Capital Forge, in Washington, and has been a national board member.

Mr. Smith was elected in a mail ballot. Others elected were J. E. Drew, Lever Bros., eastern vice president; H. F. Williams, Manufacturers & Employers Assn., midwestern vice president; Larry Crosby, Bing Crosby Enterprises, western vice president; Joan Shumway, Bryn Mawr, Pa., secretary, and Yates Catlin, American Waterways Operators, treasurer.

Among the speakers at the convention will be Lee H. Bristol, president and director of the Bristol-Myers Co.; Elmo Roper, director of International Public Opinion Research Inc.; Barry Wood, NBC-TV color coordinator, and Galen Drake, CBS Radio comentator.

Va. AP Broadcasters to Meet

ALL-DAY meeting of the Virginia Associated Press Broadcasters will be held April 9 at the National Press Club, Washington. Ben McKelway, editor of the Washington *Star*, will speak at the evening banquet. A series of awards for commentary, sports, farm, women's and other programs will be given. John M. Hightower, AP State Dept. reporter and winner of Pulitzer, Raymond Clapper and Sigma Delta Chi awards, will be luncheon speaker.

STANTON POINTS TO RADIO, TV GROWTH, CBS INITIATIVE IN TALK TO BANKERS

Citing growth of radio and tv in general and that of CBS-AM-TV in particular, the CBS Inc. president sees 90% U. S. tv set saturation and $1.25 billion in tv revenue by the end of 1957.

RADIO continues as a healthy industry with a fundamental, long-term vitality, and television faces tremendous growth based on extended service to national advertisers and the impact of color, Dr. Frank Stanton, CBS Inc. president, asserted last week.

Dr. Stanton also cited a steady sales increase in the record industry and a challenge to CBS Inc. in the transformation of the set and tube manufacturing field caused by color tv.

Dr. Stanton spoke before the Investment Bankers Assn. of America, Central States Group, at a luncheon last Wednesday at the Drake Hotel in Chicago.

He said figures for the first two months of 1954 show CBS Radio's gross sales are running 50% higher than those of "its nearest competitor," adding that CBS carries 9 out of 10 of the most popular evening programs and all 10 of the most popular daytime shows.

The CBS president observed that, while there has been some sloughing off in network radio gross time sales since tv, the aggregate figures are overbalanced by the continued upward movement of spot and local time sales.

"Nothing, it seems to me, illustrates the continuing vigor of radio more dramatically than

Dr. Stanton at the Rostrum

the fact that during the entire period of television's phenomenal growth, virtually two radio sets have been sold for every television set purchased," Dr. Stanton commented.

The CBS president conceded that, compared to radio, "television's growth has been nothing short of explosive," with 29 million American families owning tv sets after eight years of the visual medium.

"This rate of growth shows every evidence of continuing until all but 5% to 10% of the families in the country have at least one television set . . . by the end of 1957."

He predicted colorcasting will stimulate both advertising and viewing, and reported advertising expenditures on tv have adhered closely to the curve of tv set ownership. He felt "we can look forward to aggregate television advertising expenditures of . . . $1.25 billion by 1957 or 1958."

CBS Television's own growth has been greater than that of the industry as a whole, he declared. The network's gross billings rose from 30% of the overall industry total in 1949-51 to over 40% last year. In January 1954 alone, he observed, CBS-TV's gross was 100 times greater than that of the same month in 1949. And last year CBS-TV edged into first place in tv network billings, he added.

Citing CBS Television's initiative in the daytime tv field, Dr. Stanton stated:

"There is no better illustration of the interdependence between program and sales leadership than the recent announcement that an additional $9 million worth of daytime business will be placed on CBS Television by Procter & Gamble. . . ."

Dr. Stanton pointed out that all media grew in expenditures from 1948 to 1953. Television did not cut into any competing medium and was financed "out of the increased aggregate advertising expenditure rather than at the expense of other media."

Fewer Clearance Problems

He said CBS Television will grow because clearance problems "should substantially disappear" with development of multiple station markets. Advertisers in the future will desire 100 to 225 stations. Gross time revenue, which hit $16,000 for an evening half-hour in 1951, can be expected to increase "to something over $60,000 in the not too distant future," he said.

The realization of color tv will not be easy, Dr. Stanton said, alluding to technical characteristics of the color system. Noting the complexities, and cost of present receivers, the CBS president said, "The history of black and white television affords an encouraging example of the possibility of simplification of circuitry and the reduction in the cost of the components."

Dr. Stanton asserted that until 17-inch or 21-inch tubes appear commercially, there will be little demand for color receivers. He predicted the CBS-Colortron "205" "will go a long way toward providing the basis for a general go-ahead for color television."

CBS' confidence in the Colortron is further bolstered with its development of the Chromacoder (color) camera system to be manufactured by General Electric Co., he reported.

In the next seven or eight years, he added, 30 to 40 million color receivers may be sold at prices considerably higher than those which prevailed for monochrome.

Ohio Broadcasters Seek Libel and Tax Reforms

OHIO broadcasters are expected to seek legislation at the next session of the state General Assembly to obtain relief from the use-tax imposed on radio-tv equipment. Speaker William A. Saxbe, Speaker of the Ohio House, lauded the Ohio Assn. of Radio & Television Broadcasters last Tuesday for the successful effort to obtain passage of a libel relief bill.

Robert W. Ferguson, WTRF Bellaire, presided as executive vice president at the spring meeting, held in Mansfield. Herbert E. Evans, president of Peoples Broadcasting Corp., Columbus, spoke on "Human Relations in Broadcasting."

Lansing Lindquist, radio-tv director of Ketchum, MacLeod & Grove, Pittsburgh agency, discussed radio-tv special events. Ralph W. Hardy, NARTB vice president, reported on current legislative developments affecting broadcasting at the national level. Carlton Dargusch Jr., OARTB counsel, reviewed proposed legislation to come before the 1955 General Assembly and outlined association activities.

Rogers Elected President Of W. Va. Broadcasters

LAWRENCE H. ROGERS II, WSAZ-AM-TV Huntington, was elected president of the West Virginia Broadcasters Assn. at its spring meeting, held March 27 at Huntington. He succeeds Alice Shein, WBTH Williamson, only woman to head a state broadcaster's association.

MR. ROGERS

John Phillips, WHTN Huntington, was elected vice president and A. G. Ferrise, WMMN Fairmont, secretary-treasurer. Elected to the board were John Johns, WAJR Morgantown; South C. Bevins, WKYR Keyser; Melvin Barnett, WLOH Princeton; John T. Taylor, WMOD Moundsville; Andrew W. Vickers, WMON Montgomery; P. T. Flanagan, WHIS Bluefield; Joe L. Smith Jr., WJLS Beckley, and Paul Miller, WWVA Wheeling.

A legislative committee was formed with Miss Shein as chairman. Other members are Harry Brawley, WCHS Charleston; Mr. Miller; C. T. Garten, WSAZ Huntington, and George Gray, WKNA-TV Charleston.

Attorney Retained

Zane Grey Staker, Williamson attorney has been retained to state the industry's position on Canon 35 of the American Bar Assn., now before the W. Va. Supreme Court. The canon covers publicizing of court proceedings.

"It is the position of WVBA in this case," Mr. Staker said, "that with utmost respect to the organized bar the substantive content of Canon 35 constitutes an approach to the matter of publicizing of court trials which is fundamentally contrary to the organic law of the United States;

"That the public has the right to know what is going on in the court and should not be denied that right arbitrarily and without the most compelling reasons; that trials in our courts are public in the fullest sense of that word and with application to modern means of communication should remain that way."

Resolutions were adopted urging reappointment of FCC Chairman Rosel H. Hyde and opposing a proposal to place a consumer sales tax on the sale of advertising. The association decided that talk about economic gloom should be met by a positive approach to business news.

Ashland Oil & Refining Co. was host at a Friday reception.

Chicago AAAA Chapter Names Cominos Chairman

JAMES G. COMINOS, vice president and radio-tv director of Needham, Louis & Brorby Inc., has been selected chairman of the AAAA's Chicago chapter.

Other officers elected at the annual meeting a fortnight ago were George B. Bogart, vice president, J. R. Pershall Co., vice chairman, and F. Strother Cary, administrative vice presi-

One Moment, Please

■ Tearing apart a television camera may not be Paradise to Harold Holland—but it's within walking distance. Technical master of all he surveys, Mr. H. supervises engineering operations for WFBM AM & TV, plus affiliates WFDF, Flint; WEOA, Evansville; and WOOD AM & TV, Grand Rapids. This adds up to a lot of tubes, condensers, resistors, tv cameras, (a dozen of which he made himself) and technicians (nine dozen to be exact).

H. H. blends into his surroundings like a fast dissolve; he has been known to spend three weeks at a stretch out of his office. At such times secretaries locate him by looking for a smoking soldering iron. While unable to crawl completely into a camera, those closest to him swear that only his shoes remain visible when on safari.

Since few men have had more impact on electronic behind-the-scenery hereabouts, it seems fitting to set forth a few of his contributions—not to make you buy more time, but to suggest that the Hollandized time you do buy is technically Grade AAA, with every minute full of rosy-cheeked, pear-shaped seconds.

Through thick and a certain amount of thin, Holland pursues his better-equipment ideas to dead-end or happy ending. Among the latter are our Holland-made tv cameras, complete with synchronizing generators and amplifiers; a shadow box for pix or commercials which illuminates any one or more of twenty cards and allows direct pick-up of illuminated cards, saving burn-outs, card shuffling and tempers; a power-driven, operator-ridden mike dolly, peripatetic with live camera; an adapter which permits superimposed slides on remote sportscasts and saves lugging poster-size cards around.

Because a broadcasting factory is not exactly placid, Holland relaxes at home—with a machine shop. He has two sons in the Air Force, a daughter whom he adores (and vice versa), and a wife whose only complaint is that neither of their home tv sets works properly.

Holland is now getting ready to put up a thousand-foot stick and boost power to 100 kw for WFBM-TV. He is also working with color equipment for both tv stations. He'll build it himself, of course.

WFBM WFBM-TV
INDIANAPOLIS • CBS
Represented Nationally by the Katz Agency
Affiliated with **WEOA**, Evansville; **WFDF**, Flint; **WOOD AM & TV**, Grand Rapids

dent, Leo Burnett Co., secretary-treasurer. Norman D. Buehling, president of Fensholt Adv. Agency, was re-elected to the board of governors.

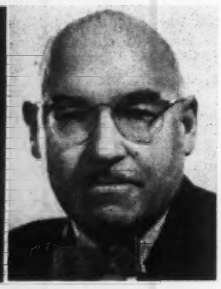
Other board members: Thomas W. Wason, J. Walter Thompson Co.; William A. Marsteller, Marsteller, Gebhardt & Reed Inc.; Richard Hobson, The Buchen Co., and Larry A. Wherry, Sherman & Marquette.

Color Tv Top Subject For Engineering Meet

COLOR television will highlight the eighth annual NARTB Broadcast Engineering Conference to be held May 25-27 during the annual industry convention in Chicago, while aural broadcasting and black-and-white tv also come in for expert attention by leading electronic specialists.

Since industry technicians are interested in

MR. WALKER



MR. GUY

the development of new equipment and services, engineers experienced in colorcasting will cover the ground all the way from equipment operation to studio and transmitter developments.

A. Prose Walker, NARTB manager of engineering, last week announced the three-day conference agenda. Mr. Walker said the agenda format was compiled first, and then industry specialists were selected to prepare papers on these subjects.

Engineering luncheons will be held jointly with the main NARTB Management Conference. A joint management-engineering meeting will be held the afternoon of May 25, with operating problems to be discussed from the management standpoint. An engineering reception will be held after this joint session. Engineering delegates will participate in the industry banquet the evening of May 27.

Registration fee for the conference, including banquet and luncheons, is $25.

Radio discussion will include the recent FCC proposal to permit multiplexing on the fm broadcast band. Remote control of am and fm transmitters with high power and directional arrays will be discussed. Curtis B. Plummer, chief of the FCC Broadcast Bureau, will talk on the Commission's allocation philosophy.

Members of the engineering conference committee are Raymond Guy, NBC, chairman; Frank Marx, ABC; William B. Lodge, CBS; Rodney D. Chipp, DuMont; Earl M. Johnson, MBS; Fritz Leydorf, WJR Detroit; Willard J. Purcell, WGY Schenectady; Karl Hoffman, WGR Buffalo; A. James Ebel, WMBD Peoria, Ill., and James D. Russell, KKTV (TV) Colorado Springs.

Conference Agenda . . .

MAY 25—Raymond F. Guy, NBC manager, radio and allocations engineering, presiding; "The Story Behind the NTSC Color Standards," Donald G. Fink, Philco Corp.; "Equipment Operating Characteristics for Color Television," Charles E. Page, Hazeltine Corp., aided by Knox McIlwain; "Preparing the Television Transmitter for Network Color Television," Robert M. Morris, ABC Radio facilities engineer. Afternoon, James D. Russell, KKTV (TV) Colorado Springs, presiding; "Seeing Light and Color," Ralph Evans, director, Color Technology Div., Eastman Kodak Co.; "Economy in Radio & Tv Operations Through Organization and Management," Willard J. Purcell, manager of engineering, General Electric stations; "Results of Experience to Date in Color Tv Operations," Robert E. Shelby, NBC director of color tv systems development; "Special Television Effects," Paul F. Wittlig, CBS Television manager of new effects development.

MAY 26—Dr. William L. Everitt, Dean of College of Engineering, U. of Illinois, presiding; "Basic Components of Color Tv for Local Originations," William J. Morlock, GE general manager of commercial equipment, C. Graydon Lloyd, GE manager of broadcast equipment engineering, and Roland E. Connor, Eastman Kodak Co. motion picture film equipment engineer; "Simultaneous Color Cameras & Tubes," John H. Roe, RCA group manager of tv camera equipment group; "Color Tv Test Equipment," John W. Wentworth, RCA acting manager for tv terminal engineering group; "Routine Test & Alignment Procedures for Amplifiers and Circuits Used for Color Tv," Howard C. Gronberg, NBC TV staff engineer. Afternoon, William B. Lodge, CBS Television engineering vice president, presiding; "Color Encoders," Robert Deichert and Robert Casey, research engineers, Allen B. DuMont Labs.; "Color Tv Motion Picture Film Reproduction," Keith E. Mullenger, NBC development group; "Lighting, Makeup, Costumes and Sets for Color Tv," Reid R. Davis, NBC technical operations supervisor of color tv; "CBS Color Television Staging and Lighting Practices," Richard S. O'Brien, CBS Television senior engineer; "Save a Seat for the Engineer," NARTB President Harold E. Fellows.

MAY 27—Earl M. Johnson, MBS engineering-station relations vice president, presiding; "Automatic Editing and Sequencing of Magnetic Tape," Edgar F. Vandivere Jr., Vandivere, Cohen & Wearn; "Remote Control of Transmitters," William F. Rust Jr., president, Rust Industrial Co.; "Fm Broadcast Multiplexing," William S. Halstead, president, Multiplex Development Corp.; "Allocation Philosophy," Curtis B. Plummer, chief, FCC Broadcast Bureau. Afternoon, William J. McDonnell, FCC regional manager, presiding; "Image Orthicon Optimum Performance," Robert G. Neuhauser, RCA engineer in charge of pickup tube design; "Television Preventive Maintenance Unique to the Tv Transmitting System," Philip G. Caldwell, ABC engineering manager, Western Div.; "Video Switching," Ben Adler and Louis Katz, Adler Communications Labs.; "The DuMont Telecenter," Rodney D. Chipp, engineering director, Robert I. Brown, technical facilities engineer, and Robert F. Bigwood, Allen B. DuMont Labs., and DuMont Network; "Technique of Tv Station Coverage Measurement," James C. McNary, consultant.

NCAA Retains Strict Football Tv Policy

Thirteen games will be allowed for network tv, at least one from each district. Big Ten opposes the plan.

NCAA will retain its grip on telecasts of 1954 college football games, following an outline of stringent control laid out at its annual convention in Cincinnati earlier this year.

The new plan was released by NCAA's Tv Committee Wednesday and sent to members earlier for their approval. It is substantially similar to the pattern used by NCAA last year.

Again a voice of dissent was raised by the Big Ten, through its tv committee, which Tuesday called on its members to "record their protests against the inadequacies" of a blueprint which failed to incorporate any of the Big Ten principles for regional control.

The NCAA 1954 plan will become effective if approved by two-thirds of its members in a mail referendum by midnight April 9. Within a fortnight, NCAA's Tv Committee is scheduled to meet in New York to hear bids from networks and sponsors, who in turn will deal directly with colleges for game telecasts.

Here are the highlights of the 1954 NCAA tv plan:

- There will be 13 national or network "game of the week" telecasts between Sept. 18 and Dec. 4 inclusive, covering 12 Saturdays and Thanksgiving Day (Nov. 25).
- Only on Thanksgiving Day may there be unlimited football telecasts, but small or non-major colleges may televise under certain conditions at other times.
- At least one of the 12 Saturday contests will originate in each of the eight NCAA districts and no more than three from any one district. The advertiser must give preference to colleges which did not take part in network telecasts in 1952 or 1953. Member colleges may appear only once on live tv, but may arrange for live tv on Friday nights, Saturday nights and holidays but the appearance counts against them. There will be no live tv of college games on Sundays.
- Member colleges may proceed to arrange for theatre and subscription television coverage, with the committee's approval; both methods are exempt from the plan.
- In contrast to the 1953 plan, no provision is made for "panoramic" coverage and for permitting telecasts of sellout games.

The Western Conference had proposed that national network football telecasts be limited to early September and post-Thanksgiving and that during a nine-week period certain regional telecasts would replace one network pickup each Saturday in designated regions.

There was no immediate indication as to what leeway would be given advertisers as to a timetable for selecting the "game of the week"—that is, how far in advance. But it was made plain that sponsors will choose the 13 contests under NCAA "ground rules."

NCAA's Tv Committee said it had discussed the Big Ten plan at length and recognized "commendable features attached to various types of regional television." The group concluded, however, that its own plan "better satisfies the objectives of the NCAA's program, and better serves the interests of inter-collegiate football and the nation's universities and colleges at this time."

The committee said it rejected the "sellout exception" because of reports of resentment among people who bought end-zone seats on the premise the game would not be telecast. Also, it felt that many potential ticket buyers hold off their purchases in the thought the game will be a sellout and thus telecast.

Handlan Named President of W. Va. AP Radio Assn.

WCOM Parkersburg President Joseph M. Handlan was elected president of the West Virginia AP Radio Assn. at the organization's spring dinner meeting March 25 in Huntington.

Other officers, all re-elected: Vice presidents, Paul A. Myers, assistant managing director, WWVA Wheeling; J. Patrick Beacom, president, WVVW, WJPB-TV Fairmont, and P. T. Flanagan, general manager, WHIS Bluefield; treasurer, Flem J. Evans, general manager, WPLH Huntington, and secretary, Richard K. Boyd, Huntington AP correspondent.

Jack F. Davis, assistant to Oliver S. Gramling, AP general manager in charge of the radio division, outlined to 30 delegates the formation of the AP Radio Members Committee and discussed sales and promotion of the news.

McKinney Elected ABA Head

W. N. McKINNEY, KELD El Dorado, was elected president of Arkansas Broadcasters Assn. at the last week's convention at Little Rock. He succeeds W. V. Hutt, KLRA Little Rock. Other officers elected were L. B. Tooley, KXAR Hope, vice president, and Melvin P. Spann, KWAK Stuttgart, secretary-treasurer. Directors are W. M. Bigley, KVMA Magnolia; C. J. Dickson, KWFC Hot Springs; C R. Horne, KXRJ Russellville, and Messrs. Spann and Tooley.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N. Y.

UPSTATE N.Y. STATION HAS "FORMULA FOR UHF SUCCESS." Capital District's WTRI on air Feb. 28th

WTRI Transmitter Site: Mount Rafinesque, Troy, N. Y.

"We feel the cards are 'stacked in our favor'," says Richard B. Wheeler, general manager of WTRI, the New York Capital District's newest television outlet, on the eve of his opening. "There are 70,000 TV sets in the Albany-Troy-Schenectady area ready to receive our top-flight CBS and local programs. Our equipment is not only the finest, but it's located in as perfect a position as engineering brains can determine. Most important of all, WTRI opens as the highest powered UHF station in the area."

Wheeler's optimism was well-founded. A week after WTRI began operating, dealers reported that WTRI had definitely stimulated set and converter sales, and credited the spurt to the excellent quality of WTRI's picture signal. One distributor, Fort Orange Radio Co., Albany, reported that dealers were 10-deep at the counter on the sixth day after WTRI put its test pattern on the air, and that it was not able to keep converters in stock. Other distributors reported equally strong enthusiasm.

The three principal cities in the area—Albany, Troy and Schenectady—and the important outlying markets of Amsterdam, Glens Falls, Saratoga, Johnstown, Gloversville and Lake George (all New York), Bennington (Vt.), and North Adams and Pittsfield (Mass.) all report excellent reception.

TOTAL COST OVER THE HALF-MILLION MARK

The industry's most powerful UHF transmitter...a General Electric 12 kw unit...has been installed on Mount Rafinesque, just northeast of Troy. The antenna is 1500 feet above sea level and affords exceptional line-of-sight contact with the station's natural market area.

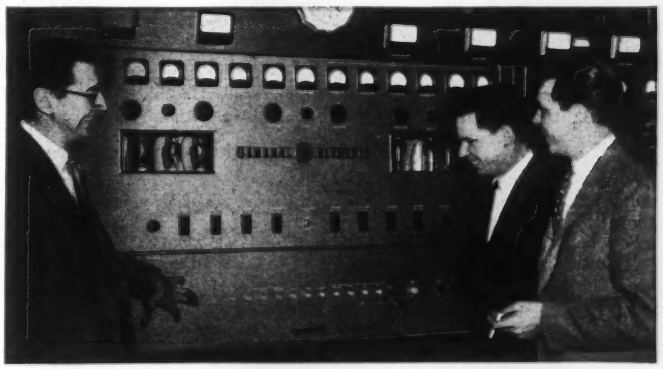
The half-million dollar cost figure includes all WTRI facilities. At present, studios are set up temporarily in the new transmitter building. Two General Electric camera chains, two 16 mm film projectors and film channel, plus slide facilities and a rear-screen projector, are in use. The station's original plan to spot studios in Schenectady, New York was altered by determination of the final transmitter site. Rather than risk disturbance of its microwave relay by locally operated radar equipment, WTRI has applied to the FCC for another studio location.

Long Range Planning Pays Off!

WTRI officials began laying groundwork last October, holding meetings with TV receiver dealers and distributors in the area to acquaint them with WTRI's anticipated coverage and the latest techniques in conversion of receivers to UHF. Reports have poured in to the station attesting to the clarity and strength of the signal. Chief Engineer A. H. Chismark credits this initial success to the equipment, its location, and the fine co-operation he received from both his staff and the General Electric field engineers who helped install the equipment.

Co-owner Also Operates "Cinerama"

The Stanley Warner Theatre Corporation, of "Cinerama" fame, jointly owns this new TV outlet with radio station WTRY, CBS affiliate in Troy, N. Y. Under operation of the Van Curler Broadcasting Co., WTRI boasts an impressive array of station officials, headed by Colonel Harry C. Wilder as president.



Inspecting G-E 12 Kw transmitter are (l to r): Steve Stanley, WTRI's Transmitter Supervisor; Richard B. Wheeler, WTRI's General Manager, and Albert H. Chismark, WTRI's Chief Engineer.

WTRI Programming and Personnel Key to Success

Top CBS programs such as Studio One, the Jo Stafford Show, Red Buttons and many others with mile-high ratings provide the opening line-up of national programming over WTRI. This already impressive roster will grow as negotiations with sponsors of other leading shows are completed. Syndicated film and sports events are also lined up to give added variety.

WTRI will provide extensive spot news coverage. The film news department is headed by Bill Hartigan, who covered the Korean combat zone and subsequent peace talks for CBS Television News Department. News equipment includes an Auricon film camera with Zoomar lens. In its first week of operation, the new station scored two news scoops of area interest.

Other members of the station staff have extensive backgrounds in television work and came from widely separated sections of the country to give WTRI a well-rounded, experienced crew.

GENERAL ELECTRIC

TV HEARINGS TOO COMPLEX, BROADCAST BUREAU TELLS FCC

Appeal in Miami ch. 7 case puts expediting procedures and practices of examiners and attorneys under review. Policy was to cut contests to essentials, pleading says.

FUTURE of the FCC's expediting procedures for tv hearings was put squarely up to the Commission last week by its own Broadcast Bureau.

Using the Miami ch. 7 hearing as a test case, the Broadcast Bureau officially asked the Commission to overrule a hearing examiner who had accepted points of reliance submitted by the four applicants for the Miami vhf channel.

The points of reliance, the Broadcast Bureau said, were broad and general and lacked the "specificity" required in order to narrow a hearing down to essentials. This defeats the whole purpose of the hearing procedures adopted early in 1953, the Broadcast Bureau said, and unless examiners and applicants are required to abide by the rules hearings will return to the pre-1953 mold.

At the same time the Broadcast Bureau also asked FCC Hearing Examiner James D. Cunningham to suspend all further moves in the Miami hearing until the Commission rules on its appeal.

The Broadcast Bureau also is preparing a similar appeal in the Charlotte, N. C., ch. 9 case involving three applicants.

The Bureau's 16-page document asked the Commission to reverse Examiner Cunningham in the Miami case, order him to require that points of reliance be made more particular on the part of all applicants so that the hearing will be occupied only with essential and vital points of difference among the four applicants.

Purpose of the new procedures, the Broadcast Bureau recalled, was to cut down the length and complexities of comparative hearings. To this end, it said, the Commission established the hearing conference technique, at which time the applicants were to establish their points of reliance—differences between their case and that of their opponents—which was to be accepted by the examiner and on which the testimony was to be heard.

Policy Was Supported

This had the backing of such groups as the Advisory Committee on Procedure Before Administrative Agencies of the Judicial Conference of the U. S., and of the President's Conference on Administrative Procedure, the Broadcast Bureau said.

Vital issue regarding facts in points of reliance was determined by the Commission in the Evansville case last year, the Broadcast Bureau said. This was to "sharpen points of difference," it recalled. It also pointed to a Commission decision a week after the Evansville ruling which required exchange of information.

The Broadcast Bureau said it is "the duty of the Examiner to control the conference, to rule upon points of reliance and to issue an order for the conduct of the hearing. . . ."

In referring to the Miami ch. 7 case, the Broadcast Bureau claimed that all the applicants agreed upon points of reliance that were lacking in the particulars which would highlight points of difference among them. In essence, the Broadcast Bureau characterized the points as being "conclusionary in nature, too general, not tending to sharpen the issues and lacking reasonable specificity."

Acceptance of these points by the examiner is a "rejection or an abandonment" of the "letter and spirit" of the Commission's procedures, the Broadcast Bureau said. It "frustrates" the Commission's objectives, it added.

"It is immaterial that all applicants have agreed on such a source of action," the Broadcast Bureau said. "Here, as under all pre-trial procedures, it is up to the hearing officer to impose limitations on the conduct of the hearing, regardless of any agreement by the parties not to be limited. As in any litigation, the contesting parties can settle their case out of court if they wish, but if they use the forum they must abide by its procedure."

". . . The points of reliance accepted by the Examiner in this proceeding will necessarily result in the admission of any evidence which is relevant to 'every conceivable issue' of possible comparative difference among the parties . . . Such a result is illogical and absurd. The so-called points of reliance adopted herein permit the applicants to do exactly what applicants did under the old 'boiler plate' issues, which were discarded in favor of a procedure which required that the evidence be restricted to the actual significant differences."

The four Miami ch. 7 applicants are Biscayne Tv Corp., comprising Niles Trammell, former NBC chairman, and WQAM and WIOD Miami; South Florida Tv Corp., including former FCC Chairman James Lawrence Fly; East Coast Tv Corp. and Sunbeam Tv Corp., composed of businessmen.

The Charlotte ch. 9 applicants, being heard by Examiner H. Gifford Irion, are WSOC; Piedmont Electronics, with WTVJ (TV) Miami principals as major stockholders, and Carolina Tv Corp., owned principally by WIS Columbia, S. C., interests.

Discussion of how well the new procedures have been working is the subject of a staff report which is being coordinated with broadcast subcommittee members of the Practices and Procedures Committee of the Federal Communications Bar Assn. It is believed that a stern expression from the Commission, plus certain revision in some elements of the procedures, might be forthcoming. The Broadcast Bureau's appeal last week may give the Commission the lever with which to act. It is no secret that many attorneys are not in sympathy with the Broadcast Bureau's definition of how the procedure is to work.

FCC PROPOSES 'EXCLUSIVE' AREA LIMIT

The Commission's proposal, which would restrict a station's 'exclusive' right to a network program to the community where its channel is allocated, is considered an effort to help struggling uhf outlets.

MORE STRICT interpretation of the territorial exclusivity provision of its chain broadcasting rules was proposed by the FCC last week in what is considered an effort to shake more network programs loose for struggling uhf outlets.

The Commission noted that under the present provisions of Sec. 3.658(b) of its rules, "a network affiliate which renders coverage to a substantial portion of the service area of a station located in another community may, if it has so contracted with the network, preclude the station in that other community from carrying particular network programs, even though the programs' sponsors and the network desired that they be broadcast by the latter station also."

The change would forbid an affiliate to keep programs from stations in another community.

The proposed revision would substitute "community" for "area," presently used in the rule, with such community being that listed in the tv allocation table. Hence, an affiliate's "exclusive" territory would be decreased from its present contour area to the principal community it serves.

The Commission, however, said, "It does not appear that adoption of this proposal would require any drastic revision of present network-affiliate relationships. In this connection, we note that two of the four major networks, in most instances, now grant their affiliates 'first call' or 'the right of first refusal' limited substantially in the manner specified by the proposed revision, while one does not appear to grant any 'territorial exclusivity.'"

FCC did not identify the networks discussed.

Comments are requested on the proposed change by May 3.

The suggested rule change follows:

Sec. 3.658 (b) **Territorial exclusivity.** No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station located in the same community 15[a] from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station located in a different community from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its community upon the programs of the network organization.

15[a] As employed in this paragraph, the term "community" is defined as the listed city to which the channel of the station is assigned in the Commission's Table of Assignments and all other cities not listed in the Table of Assignments located within 15 miles of the listed community.

Senators See Color

CAPITOL HILL got an eyeful of color television Wednesday. Senators, administrative assistants and others on the Senate side of the Capitol watched the 11 a.m. to noon, NBC-TV program, the *Home* show, which was broadcast in color. Senators appeared satisfied with color entertainment. The telecast was shown on an RCA color set in the Senate Interstate & Foreign Commerce Committee hearing room.

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Retail sales in metropolitan Wichita rank 59th in the entire country.

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BRICKER SAYS CONGRESS WILL COME UP WITH ANSWER ON LICENSE FEE QUESTION

This is the Senate Interstate & Foreign Commerce Committee chairman's follow-up to the committee's resolution requesting FCC to postpone its license fee proceeding.

CONGRESS should come up with an answer to the license fee question by July 1, 1955, according to Sen. John W. Bricker (R-Ohio).

Sen. Bricker is chairman of the Senate Interstate & Foreign Commerce Committee.

The Ohioan said he was confident that "standards and guideposts" for the agencies to follow would be set up by that date.

The Senate committee has asked FCC and other agencies under its jurisdiction to hold up action in setting fee schedules for services rendered until July 1, 1955. A resolution Tuesday by the committee went a step further than that issued previously on FCC [B•T, March 29].

Sen Bricker said his committee felt "Congress should set up the basic standards for each agency to follow in imposing charges for licenses. Those charges must be fair and equitable.

"The committee is not hostile to the idea of assessing fees and charges. But committee members are of the unamimous opinion that such a proposal raises basic questions with regard to the fundamental philosophy of regulation," Sen. Bricker said.

Along with the resolution, Sens. Bricker and Edwin C. Johnson (D-Colo.) co-sponsored a bill (S 3203) that would prohibit all administrative agencies under the committee's jurisdiction "from prescribing more than nominal fees or charges for inspections, certificates, registrations, licenses, permits, or applications issued or provided by them."

This bill was similar to a measure introduced by Sen. Johnson affecting only the FCC.

Sen. Lennon Objects

At the same time, it was revealed to B•T that Sen. Alton A. Lennon (D-N. C.) had informed broadcasters in his home state that he is unalterably opposed to any levy of fees on radio or tv stations.

Sen. Lennon's office said that since the Senator had given this assurance on March 27 to the North Carolinians, the lawmaker has received a "large number of endorsements from station people and not a single criticism." His office also said the Senator was preparing material he expects to send to the FCC in opposition to the fees plan.

The Senator was said to be concerned that the small station operator would be burdened with fees payments. And, Sen. Lennon's office said, the Senator is aware of "the public service contribution of the broadcasters and of other media as well." The Senator, it was emphasized, would be compelled to come to the aid of any other media which was "so imposed."

FCC has been gathering comments on its proposed schedule of fees which proposes a basic charge of $325. By deadline Thursday, NARTB, the U. S. Information Agency and others had filed—all in opposition.

Under the Budget Bureau directive (Nov. 5, 1953) FCC and other agencies of the Government had until next May 1 to report their fee schedules. Bureau spokesmen told B•T that so far as they knew agencies were expected to comply with the directive which was issued as a result of an authorization by Congress contained in the Independent Offices Appropriation Act of 1952 (Title V).

The spokesmen noted, however, that the Senate committee resolution would have to be considered alongside the appropriations act.

At FCC, officials were mum as to what action, if any, would be taken on the license fee proposal in the light of the Congressional demand for a postponement.

The new commerce resolution covers the Interstate Commerce Commission; Civil Aeronautics Board; Federal Trade Commission; Dept. of Commerce including the Civil Aeronautics Administration and the Federal Maritime Board; Federal Power Commission, and the U. S. Coast Guard.

It had been indicated previously that the Senate group's initial action on FCC was regarded by committee members as the policy-maker for other agencies in levying fees for services.

NARTB delivered its request, that the FCC rescind its fee proposal, on the Thursday deadline. Its stand was similar to that outlined before the Senate group during a March hearing [B•T, March 22].

Basis of NARTB's objections to the fee proposal for broadcast services was that Congressional intent was permissive but not mandatory. It also said that the Senate Committee on Expenditures in the Executive Department recommended legislative hearings before any such fees should be imposed. It noted FCC had previously expressed reservation concerning the proposed imposition of license fees.

Levy of a fee for broadcast applications and licenses would result in discrimination among mass media and a deterioration of broadcast service, NARTB said.

Similar oppositions were filed last week by Wisconsin Broadcasters Assn., Montana Radio

JOHNSON SAYS HE WILL LEAVE U. S. SENATE

SEN. EDWIN C. JOHNSON (D-Colo.) said Friday he "will not be a candidate again for the U. S. Senate." His current term expires at the end of this year (Jan. 3, 1955).

The Senator said he would retire from the political arena because his wife longed for their return to Colorado. "Mrs. Johnson has developed a complex about living longer in Washington, so retirement is a must. This is our 18th year here and she insists on spending the rest of our days in Colorado."

He said the decision "is now final and irrevocable." The Senator also quashed reports he was leaving the Senate "for baseball or any other activity." He said of his role as Senator, "there is no position private or public which compares with it in challenge and appeal."

THE SENATOR and the correspondents talk things over. The principals are (l to r) Griffing Bancroft, moderator, CBS Radio's *Capitol Cloakroom;* Bill Schadel; Sen. Edwin C. Johnson (D-Colo.); Daniel Schorr. Occasion was the March 26 broadcast of the CBS Radio program which marked its sixth anniversary. Sen. Johnson was the first national figure interviewed on the show when it began and he has appeared on every anniversary show since. *Cloakroom* is heard Fridays, 10-10:30 p.m. EST.

Often referred to as "Big Ed" by his friends and acquaintances, the Senator has become a familiar figure to the radio and television industry. As former chairman of the Senate Interstate & Foreign Commerce Committee and as a close observer of the broadcast industry, Sen. Johnson has been noted for his actions and interests in communications.

He often has been described as a self-appointed "watchdog" over the FCC and its policy in radio-television. Sen. Johnson repeatedly has stressed that FCC is an arm of the Congress. Thus, he consistently has prodded congressional interest in such policy-making decisions of FCC as color television, frequency allocation, uhf, multiple ownership, license fees and a host of other matters of top importance to the industry.

With McFarland

The Coloradan worked closely with former Sen. Ernest McFarland (D-Ariz.), author of the major communications legislation (the McFarland Act) passed by the Congress in recent years. That measure, an overhaul of the Communications Act of 1934, was cleared by Congress in 1952.

Since the second session of the 83d Congress began last January, Sen. Johnson has reached something of a new high in communications activity by placing himself on record on multiple ownership, uhf and the license fee proposal.

In the baseball field, the Senator has offered a bill that would bring big corporations engaged in interstate commerce and who own baseball clubs under the anti-trust laws. He also is author of a bill that would permit the big leagues to restore rule 1 (d), which prohibited broadcasts or telecasts of major or minor league games within a radius of 50 miles of a home park. The bill failed to pass the Senate last year after it had cleared the commerce committee.

Sen. Johnson is president (without pay) of the minors' Western Baseball League.

Sen. Johnson was 70 on Jan. 1, 1954. The veteran lawmaker served as chairman of the Senate Commerce group in the 81st and 82d Congress (January 1949-January 1952).

His full name is Edwin Carl Johnson. He was born in Scandia, Kan., raised on a cattle ranch in western Nebraska, homesteaded in northwestern Colorado and operated a farmers' cooperative milling elevator and produce business for 10 years at Craig, Colo.

The Senator served four terms in the Colorado House, a single term as lieutenant governor and two terms as governor. He has held his Senate seat since 1937.

He married Fern Armitage of Kenesaw, Neb. They have two daughters, Mrs. Janet Grace Howsam and Mrs. Henry Arrance of Denver.

Stations Inc. and Texas Assn. of Broadcasters. New Jersey Broadcasters Assn. asked the Commission to postpone action until it had given the matter further study.

Also opposing the proposal were Radio-Electronics-Tv Mfrs. Assn. and the U. S. Information Agency. The latter said the proposed fees would cost about $20,000 a year for Voice of America installations, which it could not afford.

Exemption from paying a charge was requested for noncommercial, educational broadcast stations by the Joint Committee on Educational Tv, Wayne U, KETC (TV) St. Louis, KUOW-TV Seattle, KTHE (TV) Los Angeles; WBAA Lafayette, Ind., and KPFA (FM) Berkeley, Calif.

Others who opposed the FCC's fee proposal were: James R. Curtis, KFRO Longview, Tex.; Martin Kirsch Jr., KAPK Minden, La.; William C. Grove, KFBC Cheyenne, Wyo.; J. Frank Jarman, WDNC Durham, N. C.; Michael J. Cuneen, WDLA Walton, N. Y.; William R. Ormes, WAGG Franklin, Tenn.; Everett Rudloff, WJLK Asbury Park, N. J.; Cecil B. Haskins, WWNC Asheville, N. C., and Vir N. James, KVRH Salida, Colo. The last-named objected to the amount of the proposed fee ($325) and not to the principle involved.

HILL READIES LIST OF WITNESSES ON UHF

KNUZ-TV's Green reports uhf operators are responding to call for united and prepared front. Farris Rahall attacks FCC policy on uhf.

THE SENATE Communications Subcommittee soon will be busy preparing a list of witnesses to appear at the scheduled April 27-29 hearings on the status of uhf [B•T, March 29].

Sen. Charles E. Potter (R-Mich.), subcommittee chairman, has announced the hearings on uhf and also its relationship with multiple ownership in tv.

At least part of the subcommittee's desire to have manufacturers, station operators, networks and FCC appear, is being fulfilled already, according to indications last week.

Radio-Electronics-Tv Mfrs. Assn. reported its president, Glen McDaniel, will testify. RETMA also has been contacting transmitter and receiver manufacturers. Practically all set makers have indicated an interest in the hearings, according to RETMA, although it was not definite just how many would testify. It is possible that Mr. McDaniel will speak for all the receiver manufacturers.

Major Manufacturers Expected

Makers of transmitters, however, are expected to come into the hearing individually. Most likely all the major manufacturers in this field will be represented.

Thus far, the subcommittee expects to hear the FCC Chairman, Rosel H. Hyde, although other Commissioners may be invited to give their views.

There is no doubt that there will be many uhf station operators asking to testify. No list has been drawn up as yet.

Among the organizations or individuals expected: the Ultra High Frequency Tv Assn., its president, Lou Poller, general and commercial manager of WCAN-TV Milwaukee (ch. 25); Leon Green, KNUZ-AM-TV Houston stockholder (KNUZ-TV is on ch. 39).

Mr. Green reported that mention a fortnight ago by B•T of this planned Washington, D. C., uhf "rally" at the Statler Hotel to be held two days before the hearings begin "has brought me many inquiries by telephone." Mr. Green was in New York last week. He met with Harold Burke of WRTV (TV) Asbury Park, N. J. (ch. 58). Mr. Green, on a tour of some key markets in the U. S., said he also would visit Chicago.

The KNUZ stockholder has been meeting with the uhf operators to urge them to appear in Washington. According to Mr. Green, "Meetings have been called in many sections across the nation of uhf operators in their particular sections to discuss their particular problems." Mr. Green was to be in Houston over the weekend and said "uhf television station operators can contact me at KNUZ-TV." The Washington rally, he said, would be at 2 p.m., April 26 in the Statler's Michigan Room.

Meanwhile, a blistering attack on FCC policy affecting uhf, clear channels, and the license fee proposal among others, was made by Farris E. Rahall of the Rahall station group (WKAP Allentown, WNAR Norristown, both Pa., and WWNR Beckley, W. Va.). He is director and 34% owner of Queen City Tv Co., (WQCY [TV]), permittee of uhf. ch. 39 at Allentown. He recently purchased WFEA Manchester, N. H.

Mr. Rahall's complaint was contained in a letter sent to eight Senators including Ed C. Johnson (D-Colo.); Potter; Edward Martin (R-Pa.); James Duff (R-Pa.); Styles H. Bridges (R-N. H.); Robert W. Upton (R-N. H.); Harley Kilgore (D-W. Va.) and Matthew M. Neely (D-W. Va.).

Rahall Charges Monopoly

He said that Philadelphia vhf stations, all with network affiliations, have signals penetrating the Lehigh Valley. But "recently I was advised by CBS that WCAU-TV would not permit them [CBS] to establish a CBS-TV affiliate station in the Lehigh Valley because WCAU-TV was claiming it covered the market. An engineering study revealed that WCAU-TV has very poor coverage in the market." He noted that WPTZ (TV), an affiliate, and WFIL-TV, an ABC affiliate, "have some coverage" in the area.

"If Congress or the FCC is going to permit power stations like WCAU to dictate to the networks, we can expect approximately 35 tv stations to claim coverage to the U. S. population which I think establishes monopolistic operations," Mr. Rahall asserted. He asked how a Philadelphia station, some 60 miles away, could be expected to offer local programs to the area.

Mr. Rahall said he supported Sen. Johnson "for opposing the network and power stations 'demand' for more tv stations." He said he believed FCC "committed an error" in permitting power increases to vhf stations—"It is like establishing 50 kw am stations."

He also alluded to the clear channel group, saying "apparently, past experience and hearings on the breakdown of the Clear Channel group was of no value to the FCC" and that he could not understand why the FCC has not broken down the channels.

Mr. Rahall said that while he was objecting, he wanted to comment on the license fee proposal: If the Government was to collect a charge then broadcasters ought to charge government agencies for airing public service shows.

Carpenter Favored for Bangor

INITIAL decision proposing to grant ch. 2 at Bangor, Me., to Murray Carpenter & Assoc. was issued last week by FCC Examiner Elizabeth C. Smith. Former competitive applicant WLBZ Bangor has option for 40% interest in the tv venture under a merger agreement where Mr. Carpenter would sell WGUY there.

The prospective ch. 2 station would be the second tv outlet there with WABI-TV, ch. 5, already on the air. Mr. Carpenter at one time was part owner-treasurer of WABI-AM-TV and president-part owner of WPOR Portland.

General Teleradio Violates Rules—FCC

The Commission says General Teleradio appears to be violating the new multiple ownership rules. FCC indicates confusion over 'Gordon Grays' and 'William O'Neils.'

ON THE HEELS of its precedent ruling in the Westinghouse case, FCC last wek advised General Teleradio Inc. that the latter appears to be in violation of the new multiple ownership rules limiting holdings to seven am, seven fm and five tv stations.

The Commission said its records show that General Teleradio and its parent firm, General Tire & Rubber Co., and their officers and directors own or have interests in 10 am, 4 fm and 5 tv stations, and hence violate the am limit. Reply by May 10 is requested.

FCC noted General Teleradio itself owns WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, KHJ-AM-FM-TV Hollywood, WEAN Providence, KFRC San Francisco, KGB San Diego, and WGTH-AM-TV Hartford.

The letter pointed out that, in addition, J. B. Poor, General Teleradio director, owns WARE Ware, Mass.; Gordon Gray, General Teleradio vice president and director, "is principal owner of WSJS-AM-TV Winston-Salem, N. C.," and William O'Neil Jr., stockholder in General Tire and son of its president, is owner of WJW-AM-FM Cleveland. [Editor's note: General Teleradio's Gordon Gray and that of WSJS are not the same person.]

FCC also indicated confusion as to the two William O'Neils and asked correction of inaccuracies or omissions.

Directors Have Other Interests

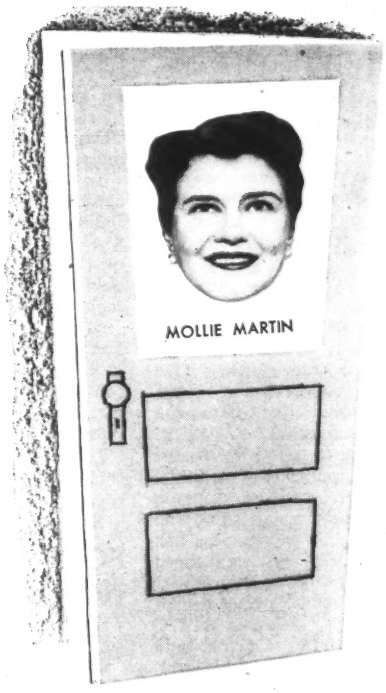
Further, FCC observed, Dwight W. Martin, General Teleradio vice president-director, owns 15% of Mobile Tv Corp., holder of proposed grant under an initial decision for ch. 5 at Mobile, Ala., while two other General Teleradio vice presidents-directors, William Pabst and Ward D. Ingrim, are each 47.5% owner of San Francisco-Oakland Tv Inc., contestant for ch. 2 in the Oakland-San Francisco area. Mr. Pabst is manager of General Teleradio's KFRC, which dismissed its ch. 2 bid there.

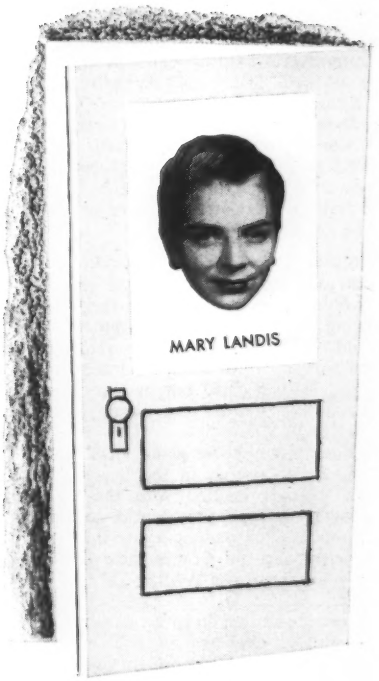
Meanwhile, prospective purchase of WHBQ-AM-TV Memphis by General Teleradio for $2.5 million from Harding College has been reported [B•T, March 8].

Interpretation by FCC that its new multiple ownership rules applied to other broadcast interests of officers or directors of even a parent firm was put forth by the Commission several weeks ago after inquiry by Westinghouse Broadcasting Co. [B•T, Feb. 22, 15]. The Commission held WBC in violation in view of the other interests of three directors of Westinghouse Electric Corp., none of which were officers or directors of the broadcasting subsidiary.

FCC gave Westinghouse a "reasonable time" to comply with the rules and WBC petitioned the Commission a fortnight ago asking that it be given until April 1, 1955, to comply [B•T, March 29].

FCC's revision of the multiple ownership rules had been pending more than five years [B•T, Nov. 30, 1953]. Shortly after their adoption, the Commission proposed to expand the tv limitation to seven, but with not more than five vhf outlets [B•T, Dec. 28, 1953]. This proposal has met opposition in the Senate.





Three doors to bigger sales . . .

Homemaker's Institute

Knock on your customers door with Homemaker's Institute . . . there's a friendly *"welcome"* every time!

Mollie Martin, Mary Landis and Kitty Dierkin, three of WBAL-TV's most popular *women* personalities, cover almost every subject of interest to homemakers . . . from green beans to buttons. While Al Herndon, well known WBAL-TV star, adds the masculine touch! From 1:30 to 2:30 it's an exciting full hour telecast!

Here is YOUR ready-made entrance into Maryland homes . . . Homemaker's Institute, packing a three star *sales* punch for you!

TELEVISION BALTIMORE

WBAL-TV

NBC IN MARYLAND

Nationally Represented by
EDWARD PETRY & CO.

FCC ORDERS CH. 2 CHICAGO HEARING

Zenith must go into contest with CBS, not Balaban & Katz, FCC says in order designating hearing pursuant to its interpretation of a mandate by the U. S. Court of Appeals.

COMPARATIVE hearing between CBS and Zenith Radio Corp. for Chicago's ch. 2 was ordered by the FCC last week. Hearing is scheduled to begin April 30.

In its order, the Commission turned down a Zenith objection to the hearing with CBS [B•T, March 15]. Zenith claimed that the Court of Appeals ruled that it had a right to a hearing with Balaban & Katz, former owner of the facilities now being used by WBBM-TV.

The Commission said it believed that the "totality" of the Court of Appeals ruling "clearly contemplates a comparative hearing between Zenith and CBS." The Commission said that since Balaban & Katz's sale of the former WBKB (TV) facilities to CBS was final, "we do not understand that the past or present merits of Balaban & Katz as a licensee could properly be in issue."

Emphasizes Hearing Subject

The Commission also emphasized that the hearing is on whether the proposed show-cause order moving the former WBKB from ch. 4 to ch. 2 should be finalized or whether the Zenith application for ch. 2 should be granted. Also involved, the FCC pointed out, is the renewal application of the station now occupying the channel, WBBM-TV.

No consideration will be given CBS' operation on ch. 2 in Chicago in the hearing, the FCC said. This is in line with the court's opinion that the status quo should be maintained as much as possible—even though it approved permitting the Commission granting a temporary authority for WBBM-TV to operate on ch. 2.

Hearing order resulted from a two-year legal fight by Zenith to overturn an FCC decision dismissing its 1948 application for Chicago's ch. 2 on the ground that it had "waived" its rights by not participating in the allocation proceedings or in the WBKB renewal proceedings in 1952. The Court of Appeals ruled in January that the Commission erred in dismissing the Zenith application without a hearing.

During the course of its appeal, Zenith pointedly asked the court to order the Commission to grant it a hearing with Balaban & Katz, and not CBS. Whether Zenith will accede to the Commission's order setting its application for a hearing with CBS, or whether it will return to court for further litigation, was not known at week's end.

Five Tv Contestants Set for Hearing

FIVE more comparative television proceedings, including the Pittsburgh ch. 11 contest, were designated for hearings by FCC last week, all to commence April 30.

Cities, channels and applicants follow:

Pittsburgh Ch. 11—Westinghouse Bcstg. Co. (KDKA); WWSW Inc. (WWSW), and Pittsburgh Radio Supply House Inc. (WJAS).

Odessa, Tex., ch. 7—Ector County Bcstg. Co. (KECK); Odessa Tv Co., (under common ownership with KOSA there), and the Odessa Tv Co., a co-partnership.

Minneapolis ch. 9—Independent Bcstg. Co. (WLOL); Family Bcstg. Co. (KEYD), and Twin Cities Bcstg. Corp. (WDGY).

Klamath Falls, Ore., ch. 2—KFJI Bcstrs. (KFJI) and Klamath Falls Tv Inc. Latter is headed by Henry J. Chandler, manager of radio interests of Southern Oregon Pub. Co., including KFLW Klamath Falls and KRNR Roseburg.

Hatfield, Ind. (Owensboro, Ky.), ch. 9—Owensboro on the Air Inc. (WVJS Owensboro) and Owensboro Pub. Co., under common ownership with WOMI Owensboro.

Indianapolis Bidders File Counter Charges

QUALIFICATIONS of all four applicants in the Indianapolis ch. 13 tv contest were put in dispute last week in counter-petitions filed with FCC.

Mid-West Tv Corp. asked the Commission to direct Indianapolis Broadcasting Inc. (WIRE) and WIBC Inc. (WIBC) to elect which one of their respective two applications is to be prosecuted in the contest, charging common interest in both is involved through stock and bond holdings in Indianapolis Newspapers Inc. In a separate pleading, Mid-West challenged the availability of the proposed transmitter sites of WIRE and WIBC, plus Crosley Broadcasting Corp.—WLWA (TV) Atlanta, WLWC (TV) Columbus, WLWD (TV) Dayton, and WLWT (TV) Cincinnati—the fourth applicant.

In turn, WIRE asked FCC to enlarge the issues to determine whether Mid-West is financially qualified and whether both WIBC and Mid-West can be expected to perform their financial proposals. WIRE contended Mid-West's proposal on leasing and/or purchasing its studio building through agreement in part with Union Federal Savings & Loan Assn. involves "self-dealing" contrary to banking laws since George Sadlier is president of both Mid-West and Union Federal.

WIBC Petition

WIBC petitioned FCC to question Mid-West's financial qualifications and took issue with Mr. Sadlier's statement of personal assets. WIBC alleged the figures involve "blown-up or watered values and give rise to a reasonable doubt as to his ability to meet his stock subscription."

Mid-West's first petition said WIRE is owned by the Pulliam family, which owns 100% of the Class B stock issued by Indianapolis Newspapers, constituting 70% of the voting stock in the newspaper firm. On the other hand, the petition asserted, WIBC is owned by the Fairbanks family, which owns 100% of the Class A stock of Indianapolis Newspapers, representing 30% control.

In addition, Mid-West contended, the Fairbanks family owns $5.8 million in bonds of Indianapolis Newspapers and the latter owns $347,000 worth of notes executed by members of the Fairbanks family. The bond holders elect a majority of the board in event of default, it was noted.

"From the above facts, it is clear that the Fairbanks family and the Pulliam family are in close business privity and have substantial common interests in Indianapolis Newspapers Inc.," as well as the success of one another's radio stations, the Mid-West petition held. "Whichever of these two applicants is successful in this proceeding, Indianapolis Newspapers Inc. will be associated with its ownership."

FCC's Budget Passes House, Goes to Senate

THE MONEY bill containing FCC's budget for its fiscal 1955 operation is rolling through the congressional mill.

The House passed the measure Wednesday and sent it to the Senate. Because the appropriation includes many other agencies and functions of Government operation, it can be expected the Senate will come up with different figures than the House. And, thus, the bill most likely will be headed for joint congressional conference once the Senate considers it.

The House did not change a penny of FCC's request as approved by the House Appropriations Committee [AT DEADLINE, March 29]. Total FCC budget for the year beginning next July 1 is $6,694,000 which includes $150,000 the agency did not spend in fiscal 1954 [B•T, March 15]. Under the budget, the FCC would trim $372,704 from its current spending on broadcast activities, giving the Commission about $1,231,190 for its radio-tv work.

Cut from the overall appropriation was a $950,000-request for a frequency usage monitoring program.

FORMER broadcasters who will help publicize the Army's spring maneuver in the Fort Bragg-Camp Mackall area of North Carolina, "Exercise Flash Burn," which will include tests of the new atomic cannon, are (l to r): Pvts. Bill J. Bailey (formerly WSWN Belle Glade, Fla.), Smith Rea Jr. (WLAF La Follette, Tenn.), Donald C. Murray (WFOM Marietta, Ga.), R. Bailey Markham (WNUR-FM Evanston, Ill.) and Cpl. Lee W. Kinard WABZ Albemarle, N. C.).

How to Tie Up Long Distance!

To climax its sponsorship of the 1954 Vanderbilt basketball games on WSM-TV, the Third National Bank in Nashville, through the Doyne Advertising Agency, presented on March 9 the Kentucky-LSU Conference Championship Game — and was promptly swamped with expressions of gratitude, including no fewer than 25 long distance telephone calls immediately after the game.

In a letter to WSM-TV, Third National Vice-President J. W. Clay called the venture *"one of the finest advertising and public relations efforts we have ever made . . . it is impossible to count the expressions of thanks . . . they ran into the hundreds."*

And he adds: *"We are already looking forward to next season!"*

It's a pretty good clue, we think, to the power of WSM-TV's sports coverage—something you'll want to investigate for your own clients. Contact Irving Waugh or any Petry Man for details.

WSM-TV *Channel 4, Nashville*

WSPA-TV GIVES UP STA FOR PARIS MT.

Action follows stay order by Court of Appeals on interim operation. Station tells FCC it will rush plans for regular operation.

WSPA-TV Spartanburg, S. C., last week turned back to FCC its special authority to operate on an interim basis from Paris Mt., near Greenville, S. C. Action followed a U. S. Court of Appeals order earlier in the week staying the effectiveness of the STA until the court could hear an appeal brought by WAIM-TV Anderson and WGVL (TV) Greenville, both South Carolina [B•T, March 22].

In notifying the Commission that it was turning back the special authorization, WSPA-TV (formerly WORD-TV) said it was obvious there could be no final decision by the court on the appeals until after the interim authorization expires. The STA had an expiration date of July 27.

"In the light of these facts, it would obviously be idle to devote any further time and energy to contesting what is in effect a moot case. Our company is therefore forced with great reluctance to abandon this attempt to render service in the Spartanburg area at an early date. . . . In the interest of serving that public it is the intention of the Spartan Radiocasting Co. to devote its efforts single-mindedly to instituting at the earliest possible date a regular rather than an interim television service for Spartanburg," wrote station president Walter J. Brown to the Commission.

WSPA-TV holds a construction permit for a ch. 7 installation on Hogback Mt. It had planned to begin service from the existing tower of former WFBC-FM Greenville on Paris Mt. until its Hogback Mt. construction could be completed. Paris Mt. is six miles from Greenville.

The Paris Mt. plan move brought objections from the uhf stations in the surrounding area. In addition to WAIM-TV and WGVL (TV), the original request was protested to the Commission by WSCV (TV) Spartanburg, S. C. The Commission granted the special authority early this year [B•T, Feb. 1]. Protestants claimed that WSPA-TV was required to move to Paris Mt. in order to secure a CBS-TV affiliation. They also claimed economic injury due to what they said would be the implication that WSPA-TV was a Greenville-Spartanburg station.

WACH-TV Ceases on Ch. 33, Plans Fall Resumption

WACH-TV Newport News, Va., ceased operation on ch. 33 March 26, because of continued operating losses, FCC was told last week, but the uhf station plans to resume telecasting sometime in the fall after reorganization.

Meanwhile, another uhf station in the Norfolk market, ch. 27 WTOV-TV, petitioned the Commission last week to allocate a new vhf channel there, indicating ch. 13 could be assigned to Princess Anne; Va., a county seat southeast of Norfolk [CLOSED CIRCUIT, March 29].

WACH-TV reported that Harold Seville, onetime with WCAV Norfolk, has been appointed general manager of WACH Newport News (formerly WHYU) to succeed Fred Clair, who resigned as manager of WACH-AM-TV two months ago to establish his own consulting firm at Norfolk on installation. WACH plans to expand its program and sales staff, it was reported, and will change program format.

WACH-TV may oppose the proposal of WTOV-TV to allocate ch. 13 in that area, it was indicated. WTOV-TV told the Commission ch. 13 is available at New Bern, N. C., hence could be deleted there with ch. 36 substituted and ch. 12 added to nearby Arapahoe, N. C. This would allow ch. 13 to be assigned at Princess Anne.

The Norfolk area now has two vhf channels assigned. WTAR-TV on ch. 4 carries ABC, CBS and DuMont. Ch. 10 is in contest between WAVY Portsmouth and Beachview Broadcasting Co. Other uhf station there besides WACH-TV and WTOV-TV is ch. 15 WVEC-TV Hampton, NBC outlet. WTOV-TV carries ABC and DuMont shows.

Streibert Predicts Voice Tv Shows

VOICE OF AMERICA is planning eventual production of "original" tv shows, Theodore C. Streibert, director of the U. S. Information Agency, has announced.

At the same time, Mr. Streibert said USIA is more than doubling its overseas tv programs —from 30 minutes of programming on tv film to 18 posts in 14 countries to 1¼ hours by April 15.

The agency, he said, also has cleared some 300 motion picture films for tv use abroad "and more titles are being approved as quickly as contracts to acquire tv rights can be negotiated." Kinescopes in the main are used, Mr. Streibert said. At present they are being acquired from independent producers and tv networks.

Mr. Streibert said semi-annual surveys made by the agency indicated more than 3 million tv sets in use abroad, a 600% increase above 1950 figures. He said 23 foreign countries are transmitting regular or experimental broadcasts, compared with only five in 1950. By 1955, he predicted 40 countries will have tv. Europe, Latin America and the Far East in total have a tv audience of an estimated 30 million persons.

Motion Picture Houses Hail Admission Tax Cut

MOTION PICTURE theatre operators last week hailed the Government's cut in Federal excise taxes as a boon to their business. President Eisenhower signed the excise tax bill into law Wednesday. The reductions in excises, which includes luxury items such as jewelry, furs and collegiate sports admissions, also takes in movie house admissions and household appliances such as stoves, refrigerators and dishwashers. Radio and tv sets, which are taxed a 10% excise at the manufacturing level, are not affected.

The movie house operators, through the Council of Motion Picture Organizations, New York, said Thursday the exemption of admissions up to 50 cents from the Federal excise levy "would remove the threat of bankruptcy from more than 4,800 small-town film theatres . . . Another 1,300 theatres now in a precarious marginal financial position will be placed on a more secure footing by the lowering of the tax rate from 20% to 10% on admissions over 50 cents."

It was predicted by council representatives that perhaps as many as 1,000 theatres, forced to close because of financial loss, would renew operations "in the near future."

RCA Thesaurus Issues New Musical Program

RCA THESAURUS last week distributed to its station subscribers a new quarter hour radio show, *The Melachrino Musicale*, for broadcast starting this week. The three-times-a-week program features the Melachrino Orchestra and strings, with George Melachrino conducting.

The show is designed to be sold by RCA Thesaurus subscriber stations to either a single sponsor or participating sponsors. Stations have been provided with a special demonstration disc so that the program may be auditioned either way.

Postage Stamp Purchasers

MINT SHEET Brokerage, 8470 Blue Ash Rd., Rossmoyne, Ohio, offers to redeem for cash surpluses of postage stamps in amounts of $500 or more which broadcasters have on hand. The firm says it will buy the stamps "at a nominal discount" from their face value, varying with denomination, quantity, condition and packaging.

The firm said its plan enables broadcasters to dispense with coins in receiving premiums and other mail-ins and to put money received in the form of stamp mail-ins back to work.

KBS Adds Nine Affiliates

ADDITION of nine new affiliates was announced last Wednesday by Keystone Broadcasting system, bringing its total to 708. New stations are WAGS Bishopville, S. C.; WEMR Emporium, Pa.; KWIN Ashland, Ore.; KGEZ Kalispell, Mont.; WABO Waynesboro, Miss.; KDBS Alexandria, La.; WSIP Paintsville, Ky.; KLIL Estherville, Iowa, and KRDU Dinuba, Calif. The additions were announced by Blanche Stein, KBS station relations director.

Tv Column Ends 1st Year

"INSIDE TV," a column on television by Eve Starr of Hollywood, syndicated to newspapers by General Features Corp., New York, has completed its first year and is being carried by more than 70 U. S. newspapers, Miss Starr reports. The column, which began a year ago [B•T, May 11, 1953], relays not only information about video performers, but also "the multi-phases of the industry as a whole," according to Miss Starr.

James F. Waters Dies

FUNERAL mass for James F. Waters, 56, creator of the *Court of Missing Heirs* radio program, was offered in New York last Saturday. Mr. Waters died Tuesday in the Columbia-Presbyterian Medical Center in New York. The program was carried over CBS 1939-49. In recent years, Mr. Waters was a freelance writer.

Eulogy for Wentworth

A resolution was passed by the Virginia BMI Clinic last fortnight paying tribute to the late Ralph C. Wentworth, who died March 18 [B•T, March 22]. In part, the resolution reads: "Ralph was known, admired, loved and respected by broadcasters from coast to coast for his contribution to radio and television through his energetic and productive activity in the field of music. . . ."

— PERSONNEL RELATIONS —

LOCAL 802 STRIKE SPREADS TO WINS

DIFFICULTIES of Local 802, American Federation of Musicians, were intensified last week when the union declared a strike against WINS New York while its labor dispute with WOR-AM-TV New York completed its fifth week.

The local voted a strike against WINS at midnight Wednesday because agreement could not be reached on a new contract. Spokesmen for the stations and the union reported that WINS wanted to retain only one of eight musicians who had been employed at WINS. Al Manuti, president of Local 802, declared that this offer was "something that we cannot countenance."

Pickets were installed at WINS studios early Thursday.

Another session was to be held last Friday before the Federal Mediation and Conciliation Service in New York in an effort to resolve the WOR-AM-TV dispute.

Last Monday, Thomas F. O'Neil, president of General Teleradio, replied to a challenge by the local for a debate over the two stations on the issues of the dispute. In a signed telegram, Mr. O'Neil said:

Upon return to my office today, I find your telegram of March 26. In view of the fact that this dispute is now in the courts, I believe that I must respectfully decline your invitation to debate the dispute over WOR and WOR-TV.

On Wednesday, Mr. Manuti sent the following telegram to Mr. O'Neil:

Thank you for your reply to my telegram in which you decline to debate the issues involved because "this dispute is now in the courts." As you know, the only legal aspect of this dispute is on the question of whether Local 802 has the right to picket WOR. You also know that the New York State Supreme Court has upheld us in this right, and that your current appeal to the Appellate Division is on this aspect of the dispute only.

The basic issues involved in our dispute with you, and on which my proposal for a public discussion was made, therefore, have nothing to do with this legal phase, and remain regardless of any decision the courts make. I therefore repeat my original proposal of March 26th and again insist that the public, which has a vital stake in the matter, be presented with your version and ours. I will appreciate an immediate reply.

The dispute at WOR-AM-TV began on midnight Feb. 27 when the stations dismissed 40 staff musicians because agreement could not be reached on a new contract.

RTDG Strike Threatens Radio, Tv Networks

STRIKE threat was directed last week against all radio and television networks by the Radio & Television Directors Guild following the expirations of contracts last Wednesday.

A spokesman for the union explained that a new contract covering the radio networks was "virtually set," but that one for tv networks may result in difficulties. He said the union had set today (Monday) as a deadline for acceptance of union's demands. Networks currently are studying the union's proposals, he said, and have until today to make counter-proposals, which will be evaluated at a meeting of RTDG tonight.

The demands of the union, he said, are not for a wage increase although certain proposals might benefit some members financially. Among them are demands that directorial employes on local tv shows be paid commercial fees as is the practice on network programs; that associate directors be hired at the time of pre-production planning instead of at "on-camera" rehearsal as at present; arbitration of discharges of associate directors and floor man-

There's a Difference Of Opinion!

Of 16 Top Once-a-Week shows
TV Hooperatings give WABT 12
Telepulse only gives WABT 11

On Top Multi-weekly shows
TV Hooperatings give WABT 11 out of 12
Telepulse gives WABT 8 out of 10

On Quarter-hour wins
Telepulse gives WABT 391 out of 441
TV Hooperatings, WABT 365 out of 440

Data from January TELEPULSE and TV Hooperatings

But, any way you look at it

WABT

is WAY Out in Front!

Play it SAFE

Put your Shirt on the
FAVORITE

Alabama's Best in Television 316,000 Watts
Represented by CBS-TV Spot Sales

agers; network rates be applicable no matter where the program originates, and a national agreement be made with all networks, instead of individual agreements as at present.

RTDG, a spokesman said, represents about 1,500 directorial employes, of whom 600 are located in New York.

AFTRA Appeals to NLRB After Dispute With AFM

AMERICAN Federation of Television-Radio Artists in Chicago has filed a complaint with the local National Labor Relations Board office alleging that AFM President James C. Petrillo and Local 10 Secretary Edward Benkert had coerced its members by preventing them from joining AFTRA. The complaint was signed by Ray Jones, executive secretary of AFTRA's Chicago office.

The AFTRA complaint claimed that musicians who qualify for AFTRA membership by delivering spoken words on television were discouraged from joining the actors guild. It said musicians had been warned and advised they would be thrown out of professional music pursuits if they joined AFTRA.

The fight has been brewing locally for several weeks as an aftermath of a dispute involving the appearance of Homer & Jethro, music-comedy team on ABC's WBKB (TV). Latter's *Courtesy Hour* program was cancelled a fortnight ago by the ABC outlet because of fear the jurisdictional issue might break out into open warfare. Earlier they were dropped from ABC's *Breakfast Club*.

UK ROLE CITED IN EUROPEAN TV NETWORK

B•T presents this special report by L. Marsland Gander, radio-tv editor of the 'London Daily Telegraph,' on the United Kingdom's part in the eight-nation European tv hookup planned this summer, and on the importance of British tv equipment to other video systems.

THIS summer eight European countries are to join for about a month in June and July to inaugurate the first European television network. These are the United Kingdom, France, Belgium, Holland, Western Germany, Switzerland, Italy and possibly Denmark. Five of the eight will be using British-made equipment to some degree, perhaps the best tribute to United Kingdom television.

EUROPE

Improved economic circumstances have enabled the British Government to permit the British Broadcasting Corp. to build another 14 stations, which by 1957 will make a total of 18 permanent stations in operation, covering 97% of the population, or more than 48 million people. By that time licensed tv sets, now numbering some three million, will have reached nearly six million.

Britain, because of its smaller area, already has a better television coverage than the U. S., although the latter, with three times the population, has hundreds of stations and millions more viewers. At present the UK has only one national network, but a second is about to be authorized for competitive commercial television, to be run by a corporation which will rival the BBC. BBC itself may possibly have a second network.

Immediately after World War II the difficulties of selling British tv equipment to other countries seemed insurmountable. Other nations could not be persuaded to adopt UK standards. Today UK firms are making television equipment adapted to standards used anywhere in the world. Morever, practicable methods of converting from one to another definition have been discovered, together with means of relaying the programs over any distance, provided microwave links are convenient and resources are available.

Overseas Orders

Equally important has been the development by UK firms of cameras with ever-increasing fidelity and sensitivity. There are probably no more than a dozen firms in the world today capable of supplying television studio equipment and transmitters on any scale, and three of these are British; namely, Marconi's Wireless Telegraphy Co. Ltd., Pye Ltd., and Emitron Television Ltd., a subsidiary of Electric & Musical Industries.

Marconi's has sold nearly $2.8 million in television transmitting equipment overseas since the end of the war, the bulk being cameras and associated equipment and outside broadcasting vans. In Canada the company secured $700,000 in orders for supplying Toronto and Mont-

national advertising representatives

BRANHAM

NEW YORK CHICAGO DETROIT DALLAS ATLANTA CHARLOTTE

ST. LOUIS MEMPHIS SAN FRANCISCO LOS ANGELES

INTERNATIONALISM featured the Quebec convention of the Canadian Assn. of Radio-Tv Broadcasters March 22-24. [B•T, March 29]. Among the speakers: Goar Mestre (l), CMQ Havana, Cuba, and Malcolm Muggeridge, editor of *Punch*, London.

real studios, besides transmitters for Ottawa and Vancouver. Other orders include studios for Vancouver, Winnipeg and Halifax, and two "televans"—mobile stations used largely for outside tv broadcasts.

Venezuela has been supplied with the largest television station in South America. Marconi's also has sent $840,000 in equipment to Italy, including studios in Milan and Rome and transmitters in Rome and Pisa. A televan unit has just been delivered to Switzerland.

Pye, of Cambridge, has supplied two complete studios for Brussels costing $196,000, plus a $50,400 outside broadcasting unit. The firm also has provided camera and studio equipment for Munich and Hamburg, cameras for Zurich, an outside broadcasting van for Turin and another van for Toronto. Pye cameras and other studio equipment have been sold widely in America through the company's associate General Precision Labs, and in Asia it has equipped two Japanese stations. Pye also has constructed in Casablanca the first complete television station in Africa. Two complete Pye mobile units are being sent there.

Emitron Television's most important overseas orders recently have been film scanners for Rome and six microwave links for the newly inaugurated Swiss service. The links will make it possible for Switzerland and Italy to join the European network for the "Eurovision" hook-up this summer, when millions of viewers in the eight countries will watch, for example, international football played in Switzerland.

Starts Tv Representation

CANADA

RADIO REPRESENTATIVES Ltd., Toronto and Montreal, is expanding operations to include representation of Canadian television stations, following a meeting of western Canadian stations represented by the organization at Quebec. Wilf Dippie continues as manager of the Montreal office and Alec Bedard, who has been temporarily in charge of the Toronto office for the past year, becomes manager, succeeding the late Jack Slatter. In addition to expanding into television, the firm also will take on additional stations for Canadian representation.

All you need to do in 29 of the most important counties of our Prosperous Piedmont is seek out the nearest TV antenna. It will be pointed toward WFMY-TV. Navigate from there, and you'll be headed straight toward the favorite television station of a huge multi-market region where more than $1,500,000,000 a year waits to be spent.

All across these Piedmont counties, with their many well-known cities and towns, is a humming pattern of factories and farms, of payrolls and prosperity, of vast selling opportunity. The *only* TV station that taps all of this potential is WFMY-TV — and with a degree of persuasive influence that makes it top choice of so many advertisers.

Advertising-wise, you *can't* get lost in the Piedmont. Not if you tell your story via its favorite TV station. The sooner you find WFMY-TV, the sooner you get your share of this $1,500,000,000 buying power.

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N.C.

Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

THOMPSON CO. CITES CANADA TV GROWTH

Five CBC and three privately-operated Canadian tv outlets now have 2½ million viewers for 625,000 tv sets, J. Walter Thompson Co. Ltd. reports, predicting 14 more tv stations will commence this year.

TELEVISION in Canada is in the "growing pains" stage, with tv set ownership at more than 625,000 as compared with 100,000 a year and a half ago and tv stations now numbering eight in contrast with two in operation a year and a half-ago.

This pattern of growth is shown in a report on Canadian television by J. Walter Thompson Co. Ltd., Montreal, made available to B•T last week. The rate of growth is on the ascendancy, according to the report, which predicts that at least 14 more tv stations will go on the air before the end of 1954.

Stations already on the air have an estimated audience of 2½ million, the report states. Five of the stations are operated by CBC and the remainder are privately owned. There are five stations in the province of Ontario, with four more slated to begin operations, and two in Quebec, where three more stations will go on the air.

CANADA

Canada's bi-lingual composition is reflected in the programming, the report shows, with live programs in English originating from Toronto and in French from Montreal. Ottawa's CBC-operated station telecasts a mixed French-English schedule but there are indications that a separate French station may be established in this area. Programming from the U. S., the report points out, is relayed live or by kinescope through Buffalo, or is distributed as a film package.

Currently Kraft Foods is the only Thompson Co. client placing a television program in Canada, with ABC-TV's *Kraft Tv Theatre* (Thurs., 9:30-10:30 p. m., EST) picked up live from Buffalo and relayed to Toronto, Ottawa, Montreal and Kitchener. It was reported that the Hamilton (Ont.) station also will carry the program live by the end of April. Stations in Vancouver and Sudbury currently carry a kinescope of the NBC-TV *Kraft Tv Theatre* and it is planned to make this kinescope available to other tv stations as they go on the air.

THE 1954-55 board of directors of the Canadian Assn. of Radio & Television Broadcasters elected at the CARTB convention March 22-24 at Quebec [B•T, March 29], are (l to r): seated—F. H. Elphicke, CKWX Vancouver, retiring president; Jack Davidson, CJKL Kirkland Lake, vice president; F. H. MacDonald, CJCH Halifax, new president; J. B. Craig, CKX Brandon; standing—Ted Campeau, CKLW Windsor; F. B. Ricard, CHNO Sudbury; Henri Lepage, CHRC Quebec; Bill Rea, CKNW New Westminster; Fred Lynds, CKCW Moncton; J. A. Dupont, CJAD Montreal; Wally Slatter, CJOY Guelph, and Sid Boyling, CHAB Moose Jaw. Absent: Gerry Gaetz, CJCA Edmonton, and J. P. Lemire, CKCH Hull.

Absorbine Spots

Other television activity by J. Walter Thompson in Montreal is a 20-second spot campaign for Absorbine Jr. The Toronto office has purchased a newcast in Hamilton for Shell Oil Co., and this series will be used on other independent stations as they start telecasting.

A television panel study, the report stated, indicates that U. S. programs currently outpull Canadian shows in the Toronto area where viewers have a choice of programs. It was pointed out that in Montreal where viewers can tune in to local stations only and where English programs have been in operation for a couple of months only, there are no figures available on the relative popularity of Canadian versus U. S. programs.

Canadian Tv Outlets Report on Progress

CALGARY's new tv station has been assigned the call letters CHCT-TV. The ch. 2 station is scheduled to start operations in the fall.

CKWS-TV Kingston reports it will be represented in Canada by All-Canada Television, Toronto, Montreal, Winnipeg, Calgary and Vancouver.

CANADA

CJCB-TV Sydney expects to be on the air with test patterns in August and to start programming early in September.

Rates for CFPL-TV London are to be increased on May 1 to $275 per hour, class A network time according to notice of the Canadian Broadcasting Corp.'s commercial department. Rates of CHCH-TV Hamilton also have been announced by the CBS tv department at $300 an hour for class A time, with microwave connection at $40 an hour from Toronto to Hamilton and $90 an hour between Toronto, Hamilton, Kitchener and London.

Do You Know This Man?

He is Jack Shefrin, general manager,
WRNY, Rochester, New York

He says—

"SESAC fits perfectly into our needs for a really outstanding transcription library. SESAC selections are well balanced, and arrangements and fidelity are perfect for our policy of programming only the best. We have built many hour-blocks of programs around SESAC artists and music, and the praise from our listeners is tremendously gratifying. Personally, I wouldn't be without SESAC. The SESAC Library will make any station's programming a 'quality plus.' It's truly the very finest of 'Good Music.'"

The **SESAC Library** is **lowest in cost** for a complete Program Service

SESAC Transcribed Library

475 Fifth Avenue **New York 17, N. Y.**

KVOA-AM-TV COLOR BROCHURE

THREE-color promotional brochure from KVOA-AM-TV Tucson, Ariz., points out the stations serve a "completely self-contained market, not covered by any 'outside' radio or tv," with $212 million in retail sales and a 170,000 population. Moreover, brochure tells of "bonus" offered advertisers, community antenna systems in Bisbee, Ajo and Prescott, Ariz., Nogales, Mexico and soon to start in Douglas, Ariz., which give clear reception far out of normal signal radius.

MODEL T KICKOFF

JACK MCELROY, host of new, five-weekly 45-minute *McElroy at Sunset* programs on KNBH (TV) Hollywood, started that show by making his appearance in a 1921 Model T Ford. Part of the first program March 29 originated from famed corner of Hollywood Blvd. and Vine St., with host McElroy, singers Barbara Logan and Phil Gray, and station organist Eddie Baxter arriving nostalgically in the "tin lizzie." Daily features of program include representatives from local charities selling products, donated by various of 37 participating sponsors, on Hollywood streets with proceeds going to that charity, and aspiring high school journalists presenting the day's news.

HOST TO TEACHERS

TWENTY Lansing, Mich., teachers were the guests of WILS-AM-TV there on the annual B-I-E Day (Business-Industry-Education). The B-I-E Day program was sponsored jointly by the Lansing Chamber of Commerce and the Lansing Board of Education. Host WILS provided the teachers with a resume of the activities of the station and then took them on a tour of the station to watch the actual operation. The station reports that the teachers expressed amazement at the amount of work that goes into radio and tv programming and production.

RHYME IN TIME

THE improvisation of two Lynn, Mass., disc jockeys saved WLYN that city's *The Record Man* from serious deficiencies in continuity, recently according to Don Sherman, one of the d.j.'s concerned. Two of four turntables used on the five-hour show conked out, leaving only one serviceable table in each studio. Sherman and Jack McDermott, the other d.j., invented a gimmick—rhyming introductions for each record. Listeners were asked to phone in rhymes and for each listener contribution his request was played. The turntables were repaired in 45 minutes, but the rhyming game had caught on so much, according to Mr. Sherman, the lines were practically jammed during the repair period. Both d.j.s were glad to get out of a tight spot and listeners were requesting them to continue the rhyming game.

RADIO BOOSTS RADIO

WCUE Akron, Ohio, is sending to appliance dealers, distributors and department stores a letter signed by Tim Elliot, president-general manager, which describes the promotion that station is undertaking to help boost the sale of radios, especially portables. A minimum of 20 spot announcements daily will be broadcast pointing out the value of radio as a constant companion. Spots are aimed at retailers also, urging them to equip their establishments with radios for their customers' and employees' en-

"It's not genuine—

but ain't it BIG?"

When it comes to radio coverage of Kentucky, it's easy to go overboard on "bigness". Kentucky is big, all right—so big that you need *many* of the State's 50 radio stations to reach it all.

5000-watt WAVE offers you a smarter tack—concentration in the big Louisville Trading Area, *exclusively.* This densely-populated market accounts for 53.9% of Kentucky's retail sales, 50.8% of its food sales, 59.2% of its drug sales—and you get it all with WAVE alone!

Ask NBC Spot Sales for all the facts.

5000 WATTS

NBC AFFILIATE • **WAVE LOUISVILLE**

NBC Spot Sales, *Exclusive National Representatives*

joyment. The letter ends by saying that the promotion will last a month and is designed to tie in with the addressee's seasonal promotion of portable radio sets.

KFBB FARM BROCHURE

KFBB Great Falls, Mont., has published a brown and white promotional brochure for distribution to agencies, distributors and national and regional accounts. The booklet points out that 20,000 farm families in 20 Montana counties rely on KFBB farm programs and lists programs and availabilities. A list of prominent advertisers who use the station's facilities is shown with the statement: "You're in the finest company on KFBB." Station personalities and various special events covered by KFBB are emphasized by pictures and the last page tells the reader that for availabilities on "the station that serves the richest farm-city market of Montana," write to KFBB or contact a Headley-Reed representative.

TV PROMOTES MOVIES

TWENTY-THREE different movies have been successfully promoted on WLWA (TV) Atlanta in the past nine months, according to that station. Latest given the WLWA promotional treatment was "The Creature From The Black Lagoon," being shown at the Paramount Fox Theatre there. Station reports that the theatre was frequently compelled to put up the "Standing Room Only" sign, in spite of the fact that the theatre is the fourth largest in the world. WLWA reports that its "Draw the Creature" contest, with a 21-inch Crosley tv set as top prize, helped to spark the promotional campaign. The Fox Theatre has been used in 12 of the 23 movie promotions and several times, WLWA says, the station-plugged movies were held over for an extended run.

COLLEGE CAPSULES

CAPSULES of college-level subject matter are being presented over KCMO-TV Kansas City in an alternate-Monday series titled "Door of Knowledge," according to that station. Programs utilize a demonstration technique as against the lecture and panel format and students and teachers from Rockhurst College in that city participate in the programs. Topics range from biology to public speaking. KCMO-TV says the series is being presented as a public service with an objective of presenting the subjects in a manner that is both interesting and educational.

SAFETY COUNCIL AWARD

NATIONAL Safety Council presented to the U. S. Steel Corp. an award of honor in recognition of the low accident frequency rate among the corporation's employes during 1953. The presentation was made on the *United States Steel Hour* (ABC-TV, Tues., 9:30-10:30 p.m. EST) by Ned H. Dearborn, president of the Council, to Clifford F. Hood, president of the corporation.

WKY-TV NEWSPAPER AD

A REPRODUCTION of an advertisement that appeared in the Sunday *Oklahoman* and Oklahoma City *Times* which boosts WKY-TV that city, is being sent to agencies by that station. The ad reports that in the Hooper ratings for the 15 top tv shows, 14 are carried over WKY-TV. Pictures of the WKY-TV staff, a typical day's program schedule and a description of the station's facilities are also shown.

KOTV (TV)'s 'SHERIFF SAM'

HARRY STRANG, Hollywood motion picture star, plays the feature role in *Sheriff Sam*, a new series on KOTV (TV) Tulsa. The series, which is produced locally and is televised live from KOTV, centers around the days of the wild West when familiar sights were sheriff's posses, wagon trains and attacking Indians. Mr. Strang, as "Sheriff Sam," takes time out from his story-telling each week to show the children how to make things out of wood, clay and paper.

'HORSE RACE' PROMOTION

TO HELP promote the 18 radio and television stations represented by NBC Spot Sales, the unit last week sent to advertising agency executives throughout the U. S. a promotion piece centering around a game called "Magic Race." Imprinted on each game is the copy, "You pick a winner . . . when you choose the radio and television stations represented by NBC Spot Sales . . ."

KCEB (TV) NEWS PROMOTION

THE Tulsa (Oklahoma) *Tribune* dedicated a 14-page section to new KCEB (TV) there, which went on the air March 13. The section is mainly devoted to KCEB personalities with biographies and pictures of each. Parts of the section cover programs that are being carried by KCEB and a diagram shows the station coverage area. Portions of the feature are concerned with the station's facilities and many facts about television are included.

SCHOOL IN KPTV(TV) STUDIO

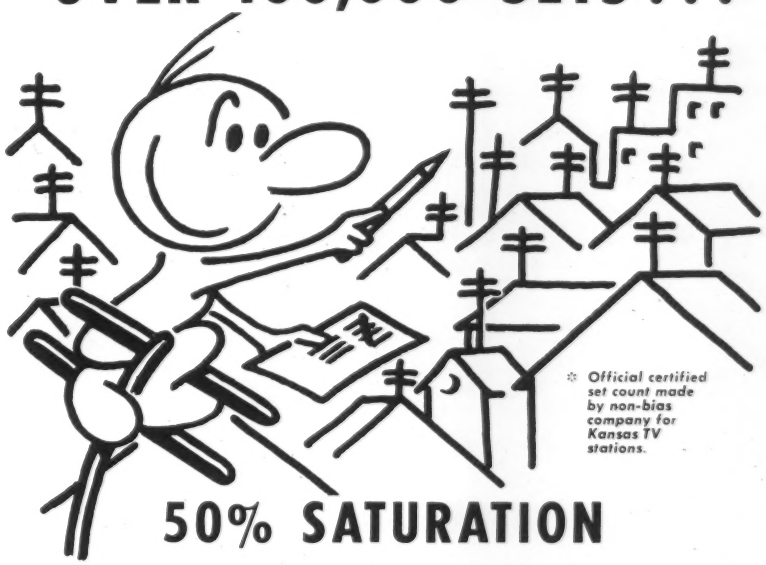
TELECAST of actual classroom sessions have been started in the studios of KPTV (TV) Portland, Ore., under direction of H. T. Santes, superintendent of the Lake Oswego school system. A nine-week schedule got under way last week, with final program to be staged May 12, according to Russell K. Olsen, KPTV general manager. Children are given a 15-minute pretelecast period to get used to studio surroundings. Classroom settings are used.

KBID-SPANISH PROGRAMS

PROGRAMMING block aimed at estimated 200,000 Spanish-speaking population in central San Joaquin Valley of California occupies a 3½ hour KBID-TV Fresno, time segment each Saturday. Participating sponsors include San Francisco Brewing Co., S. F., (Burgermeister Beer), Pepsi-Cola Bottling Co., Santa Fe Vintage Co., L. A., (Santa Fe Wines), and Betty Shoppe, Fresno, (ladies apparel). The block consists of two live variety programs, *Ben Ramirez y Sus Amigos*, and *The Juan Mercado Hour*, and a full length Spanish motion picture.

PLAY BALL WITH
GATES REMOTES
Gates Announco-mote
Gates 3-channel Dynamote
Gates Two Miker
GATES
GATES RADIO COMPANY — Quincy, Illinois, U. S. A.
In stock at: Atlanta, Houston, Los Angeles and Quincy.
Offices: New York and Washington, D. C.

OVER 100,000 SETS*...



* Official certified set count made by non-bias company for Kansas TV stations.

50% SATURATION

WINDY, the bright spirit of TV in Central Kansas, can hardly believe his eyes! Now...more than half the homes in the **KTVH** area have TV*. Besides, a recent Pulse report shows **KTVH** has 15 night-time and 10 multi-weekly shows with top ratings. A golden opportunity awaits you at a **KTVH** sales office in Wichita or Hutchinson. Studios in Hutchinson; HOWARD O. PETERSON, *General Manager*.

CHANNEL 12

KTVH
HUTCHINSON - WICHITA

VHF 240,000 WATTS

CBS BASIC — DU MONT — ABC
REPRESENTED BY H-R TELEVISION, INC.

COVERS CENTRAL KANSAS

OILMEN SWEAT OUT Washington, D.C. opening of 218 sealed bids for contracts to supply Army, Navy and Air Force throughout the East. Announcing bids is Lyle E. Smith, buyer for Armed Services Petroleum Purchasing Agency. In '53, small oil companies received 77% of all regional oil contracts awarded by military. Competitive bidding among oil firms, large and small, assures Armed Forces of finest oil products at lowest possible prices.

218 OILMEN COMPETE FOR MILITARY CONTRACTS

Keen Bidding Assures Armed Forces of High Quality Oil Products at Lowest Possible Cost to Taxpayers

The Armed Services Petroleum Purchasing Agency reports that a recent invitation for bids on military contracts was answered by 218 oil companies.

Military spokesmen point out that highly competitive bidding by hundreds of oil companies—large and small—makes it possible every year to buy the finest oil products *at the lowest possible cost to U.S. taxpayers.*

These facts may be news to those who think the oil industry is made up of only a few large companies. But this is just an everyday example of the way keen competition among America's oilmen pays off for everybody in the U.S.

One example close to your daily life is the competition for the motorist's business. In their efforts to reach the public first with finer motor fuels than their rivals, oil technologists have improved gasoline quality so much that 2 gallons of today's gasoline do the work 3 gallons did in 1925. Yet gasoline still costs about the same—only taxes are higher.

Every day you and your family benefit from the competition among America's oil businesses.

AMERICAN PETROLEUM INSTITUTE, 50 W. 50th St., New York 20, N. Y.

LOWEST BIDDERS WIN. Col. Douglas R. Brown, USAF, Director, Armed Services Petroleum Purchasing Agency, here awards a contract to John H. White, a South Carolina oil jobber. Col. Brown says: "The public is the real winner of this competition. I've watched it with great satisfaction—seen how it always lets us buy the best oil products at the lowest possible price."

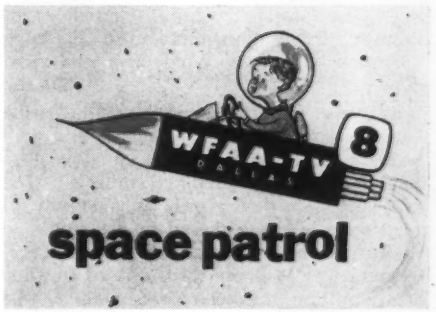
features

- A radio classic continues to grow on WLS Chicago. Page 66.
- How to brighten tv programs with inexpensive visual aids. Page 70.

A PAUSE FOR STATION IDENTIFICATION

THIS is a sample standby slide when transmission interference occurs at WFAA-TV Dallas. Above is the station's January "trouble" ID. They change monthly stressing the main attraction of each particular month.

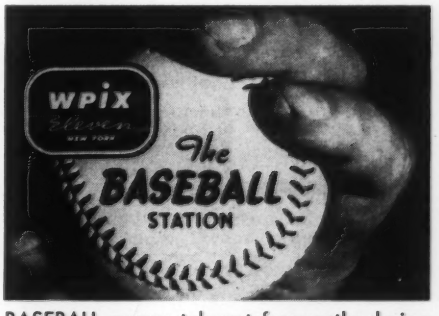
IDs are frequently used to publicize public service shows on WFAA. This slide was shown on station breaks to promote the outlet's March of Dimes Telethon, held in conjunction with the national polio drive.



ONE of WFAA's telecasts for junior viewers, *Space Patrol*, gets a graphic plug on this ID. In program promotion, the station does not use a straight identification but attempts to tie in the show with the ID.

THE emphasis placed on public service at WPIX (TV) New York is illustrated with this ID picturing West Point cadets parading in New York on Armed Forces Day.

STATION's lofty antenna location "on top of New York" at the Empire State Bldg. is used to promote the outlet with this ID station break slide.



BASEBALL games telecast frequently during the season on WPIX are drawn to viewers' attention when this announcement is flashed on the screen.

by John Osbon

THE DANCE THAT LASTED 30 YEARS

THE WLS 'NATIONAL BARN DANCE'

ONE SATURDAY evening, three decades ago, in a tiny mezzanine studio in Chicago's Sherman Hotel, WLS Chicago, a new radio outlet, went on the air for the first time with a special program transmitted from New York over leased wires through WEAF and rebroadcast by WLS.

The date was April 12, 1924. For its initial broadcast WLS had promised "the most witching, sumptuous, glorious, ear-gladdening and impressive show ever heard on the air." There were musical numbers, songs and addresses by public officials. Such names as Gloria Swanson, Cornelia Otis Skinner, Ethel Barrymore and Rudolph Valentino were associated with that first show.

Response from listeners was enthusiastic. Telephone calls, letters, postcards and telegrams assured WLS that its initial venture had been "ear-gladdening" indeed. The following Saturday, April 19, a variety of local entertainers gathered in the studio to do a folk music show. One of the performers was William Hart, one of the first of a long line of cowboy personalities, who stymied his "mike" fright long enough to sing a few songs.

That broadcast was to be the genesis of a new era in American folk music and more specifically the *WLS National Barn Dance*, which celebrates its 30th anniversary this month as a Saturday evening WLS broadcast. The show currently is aired in two segments: 7:30-9:30 p.m. and 10-12 midnight.

It is not difficult to ascertain what makes the *WLS National Barn Dance* the institution that it is. The broadcast has listener loyalty and advertiser acceptance. The growth of *Barn Dance* has paralleled that of WLS itself.

Despite the impact of television, *Barn Dance* keeps growing in popularity. One measurement of its success is its ability to attract studio audiences—which pay to get in. More than 2,360,000 people have paid 95 cents for adults and 50 cents for children to see the show since it moved into Chicago's Eighth Street Theatre in 1932.

Sponsor acceptance of the *Barn Dance* has been gratifying to WLS. Present sponsorship represents some 74 years of *Barn Dance* advertising. A weekly half-hour in the show costs an advertiser about $40,000 in time and talent per year.

WLS also has had a way of putting its advertisers on the business map, particularly in the early days of radio, and gaining rural acceptance of new products like Miles Labs' Alka-Seltzer. Companies such as Miles have grown with the *Barn Dance* and WLS by staying with the station and program.

Currently sponsoring the show are Keystone Steel & Wire Co., Peoria, Ill., since Jan. 14, 1933; Miles Labs Inc., Elkhart, Ind., since Feb. 14, 1933; Warp Bros., Chicago, since Oct. 8, 1938; Phillips Petroleum Co., Bartlesville, Okla., since Sept. 16, 1944; d-Con Co., Chicago, since Jan. 11, 1953. Murphy Products Co., Burlington, Wis., was on *Barn Dance* from 1936 until last year.

On the Networks

Because of its bucolic appeal and roster of artists, the *Barn Dance* also was aired for several years on NBC Blue and Red networks. Additionally, one segment (for Phillips 66 gasoline) was carried on a selected ABC hookup for years. Today the WLS 50 kw clear channel signal assures the show a considerable audience.

Probably the greatest success story associated with *WLS National Barn Dance* advertisers through the years is Miles Labs Inc. The *Barn Dance* is generally credited with helping to build this firm (Alka- Seltzer, One-A-Day vitamin tablets, Bactine) to its present place of prominence in the national field. It ranks 19th among top network radio-tv advertisers, according to Publishers Information Bureau figures for December 1953, with expenditures of nearly $9 million.

All told Miles has been a *Barn Dance* sponsor 21 years. When it bought an hour of the program in 1933, it introduced Alka-Seltzer to that segment of the buying public harassed with the normal complaints of heartburn and acid indigestion.

The public bought in great quantities and Alka-Seltzer sales shot up phenomenally. "Where they had been negligible, they became important," according to Larry Davidson of Geoffrey Wade Adv., which handles the account.

Miles had purchased the one-hour segment on a local basis, extended the show to three NBC Blue outlets and then gave the program national network coverage for about 11 years until 1946.

Miles finally cancelled "regretfully" but continued a series of station breaks each Saturday evening. Last May, Miles returned to the *WLS National Barn Dance* with a half-hour plugging Bactine Antiseptic. Miles took the 8:30-9 p.m. period vacated by Murphy Products Co. and put in *Bactine Hayloft Party*.

Miles' success with the *Barn Dance* has proved what every good radio broadcaster knows: If you have a good product and a good program, people will hear about it and you will have repeated sales. That's what happened to Miles and Alka-Seltzer.

The story of Phillips Petroleum Co. is a case in point that the *Barn Dance* has been a commercial success for advertisers it has lured into its select family through the years.

Ten years ago, Phillips bought a half-hour segment. On March 19, 1949, the *Phillips 66 National Barn Dance* portion, only now in the 9-9:30 p.m. slot, was extended to nearly 1,000 ABC outlets in the midwest, western and southern regions. This coverage was later abandoned.

Another satisfied sponsor is Keystone Steel & Wire Co., which has advertised fencing products for some 21 years on the *Keystone Barn Dance Party*. Keystone takes apparent pride in the knowledge that, just as farmers love square-dancing and WLS, so too they have indicated a tangible preference for its fence products through Keystone dealers.

Keystone spends about 25% of an esti-

IS A CLASSIC AMONG FOLK MUSIC SHOWS IN BROADCASTING

mated $75,000-$100,000 budget on the *Barn Dance* each year in time and talent, in addition to other sums for about 24 quarter-hour shows on other stations in the firm's 11-state area. Its overall radio budget: between $50,000 and $65,000.

"We know that going through the country, farmers do hear the program and that it must be valuable for Red Brand fence or we wouldn't have the program," Harold Hayes, account executive at Fuller & Smith & Ross, told B•T. Keystone's volume has held up extremely well in the face of its competition, he added.

The d-Con Co., which uses very little magazine space and no newspapers but is sold on radio, is a relative newcomer to the *Barn Dance* advertisers' circle. Now in its fourth year, d-Con (insecticides, rat poisons, etc.) reports a steady sales climb in Illinois (about 20% each year) since it bought a half-hour each week in 1950. Says Alvin Eicoff, d-Con vice president:

"We're very satisfied with the show. We feel there are a certain number of stations in the country necessary to reach the rural audience. WLS is one of the basic four or five with its *Barn Dance*." And with rising sales, d-Con's revenue has risen too.

At present d-Con has the 10-10:30 p.m. segment but alternates its sponsorship of periods in each 13-week cycle.

Current sponsor of the 7:30-8 p.m. segment is Warp Bros. Mfg. Co. The firm has used the *Barn Dance* for about 16 years.

Warp uses the broadcast on behalf of its Flex-O-Glass, Glass-O-Net and Wyr-O-Glass. It selected the program "as the best suited to tell the greatest possible cross section of Midwest America about the merits of its cheaper-than-glass window materials," according to Marquis Smith, Presba, Fellers & Presba Inc., which handles the account.

"What do we think of the *Barn Dance*?" asks Harold Warp, the company president. "The best answer to that question is to tell you that for many years, every one of our advertisements in all the national magazines we use has prominently mentioned the *WLS National Barn Dance*."

The list of agricultural advertisers who have stuck with WLS and its folk music programming is a lengthy one. Some of the more impressive farm advertisers and their records of longevity with WLS: Keystone (over 25 years); Oshkosh B'Gosh (over 21); Little Crow Milling Co. (over 20); Allied Mills (over 18); Warp Bros. (over 18); DeKalb Agricultural Assn. (over 17); Funk Bros. Seed Co. (over 17); Pioneer Hi-Bred Corn Co. (over 17); Dr. LeGear Medicine Co. (over 16); Oelwein Chemical Co. (over 15); Crow's Hybrid Corn Co. (over 13); Pfister Associated Growers (over 11); Nutrena Mills (over 10 years).

Primary farm advertisers are not the only ones to use WLS facilities, however, and to capitalize on listener loyalty with quick acceptance of advertised products. Examples of spot announcement buyers who use WLS are Metropolitan Life Insurance Co., Peter Paul Co., Procter & Gamble, Lever Bros. and Colgate-Palmolive, among others.

WLS Spot Accounts

WLS also stresses a breakdown on advertiser comparisons for 1953, which tends to put the station in good company. Its sales promotion department reported that last year, 209 non-network advertisers used WLS facilities; that 125 or 59.8% of non-network advertisers had used the station some time in the past, and that 84 new non-network advertisers used WLS in 1953.

The confidence of advertisers seems justified on the basis of Chicago Area Radio Station Share of Minutes compiled by the Nielsen Radio Index, despite its then part-time status. In December 1953 WLS emerged second in the daytime 6 a.m.-6 p.m. and morning 6-12 noon periods with 6.2 and 8.1, respectively. It came in third in local time listings with 6.2 for the 6 a.m.-12 midnight spread.

In a comparison of the four network-affiliated or owned stations, the *Barn Dance* in the same month also pulled down some impressive ratings. WLS ranked first from 9:15 to 12 midnight, according to Nielsen, in terms of total audience homes (per 1,000) and share of audience. At 9:15 it commanded 16.5% of audience share and at 11:45 it got a whopping 31.8%. It took second place at 7:30 and 7:45 p.m. in both categories—at a time when the *Barn Dance* just begins to roll.

The *Barn Dance* is doubtless responsible for keeping WLS' mail volume high each year. From 1934 through 1951 it ran substantially over the million mark.

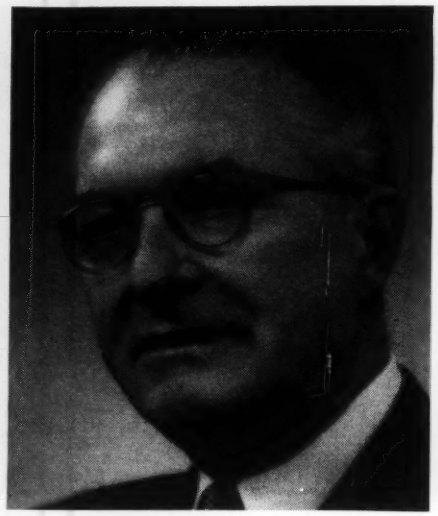
The early days of the *Barn Dance* were grounded in the philosophy of the late Burridge Devenal Butler and the *Prairie Farmer* which he bought and operated in 1909. When broadcasting started in 1920, it was Mr. Butler who felt it ought to be made to serve the farmer. In October 1928 the newspaper took over WLS and Mr. Butler put his philosophy to work for a common purpose. Mr. Butler, a native of Louisville, Ky., thus "added the tools of radio to the working tools of *Prairie Farmer*."

Until the farm paper took over the reins, folk music entertainers had been featured only on the *Barn Dance*. Sears, Roebuck & Co., which operated the station from April 12, 1924, until Oct. 1, 1928, had not attempted to commercialize either the *Barn Dance* or other WLS programs, but used the properties to build good will.

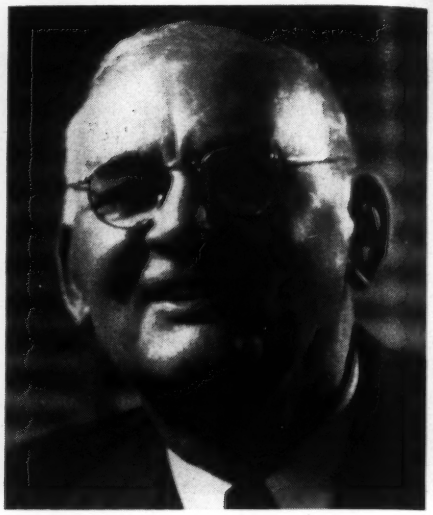
With the concurrent advent of commercial radio, *Prairie Farmer* incorporated some changes, employing a sales department and extending programming hours. It set out to retain and increase the WLS farm audience, and to spread the talents of *Barn Dance* entertainers to other programs.

In the fall of 1928, Mantle Lamp Co. (Aladdin Lamps) bought the first *Barn Dance* segment, which it later abandoned because of rural electrification techniques. Mantle, Purina Mills and other advertisers

MR. SNYDER
General Manager Since 1931



MR. SAFFORD
Program Director at WLS



THE LATE MR. BUTLER
Inspiration Behind *Barn Dance*

started buying WLS folk music shows in quantity during the first five years under *Prairie Farmer*.

Meanwhile, the *WLS National Barn Dance* was drawing more and more out-of-towners to its doors. Groups of 60 people were admitted into the Hotel Sherman's "Little Theatre" for 30-minute "looksees" at their favorites. Removal of WLS studios to larger quarters in the Prairie Farmer Bldg. tripled accommodations, but ticket requests mounted and tickets were issued six and eight months in advance.

In March 1932 WLS moved the show into the Eighth St. Theatre for four weeks —and it has been there ever since.

The development of radio was, of course, accompanied by a similar revolution in music that finally took hold in the aural medium. Folk music came along slowly but surely and the *WLS National Barn Dance* was on hand to make the most of it with people who felt Tin Pan Alley didn't quite "ring true." The *Barn Dance* parlayed simple traditional and nostalgic melodies of the southern mountains and western ranges—folk songs, cowboy ballads and oldtime square dance tunes.

Folk Music Popular

Today the popularity of American folk music is at an all-time high. WLS has a carefully nurtured formula that has helped establish this popularity.

(1) A format built around one act with a large, loyal and responsive audience. (2) A program well-balanced between bright and sure-fire folk ballads. (3) A program that moves along easily and naturally. (4) An announcer who fits into the format of the show, his commercial messages delivered in an "across-the-fence" conversational manner.

Just as the popularity of the *Barn Dance* has grown, so too has WLS power through the years. The station went to 5 kw in 1925 and became a 50 kw clear channel outlet in 1931.

Glenn Snyder, general manager of WLS since 1931, joined the staff of *Prairie Farmer* in 1930 and, after a year as commercial manager, moved to his present post under James E. Edwards, WLS president. Under the recent WLS-WENR merger, Mr. Edwards is president and Mr. Snyder first vice president of WLS Inc., new corporation which replaced the Agricultural Broadcasting Co.

As program director of WLS, Harold A. Safford has contributed considerably to building the station's acknowledged listener loyalty and programs to fit their needs and interests. Mr. Safford joined WLS over 25 years ago and originally was an m.c. on the *WLS National Barn Dance* as well as publicity director. Sears, Roebuck lured him away for five years but "leaving radio was too doggone tough," he recalls, and he returned to the fold. He has proved especially solicitous of listeners' suggestions and criticisms through his own show, *Around Radio*, a sort of question box program.

Work on the *Barn Dance* itself is handled now by Herb Howard, a former WLS production man who rejoined the station last October after a program director's stint with WNAX Yankton, S. D. He returned to the station as assistant to the program director. George C. Biggar, now president, general manager and part owner of WLBK DeKalb, Ill., was director of the *Barn Dance* for five years and a program executive for 15 with WLS.

Within the past fortnight, WLS began operation as a full-time affiliate of ABC under a managerial and organizational realignment that had been brewing for years and finally culminated in the merger of WENR and WLS under WLS Inc. effective April 1.

But what of the future? And of the *WLS National Barn Dance?* And television? There probably will be no changes in what has become one of radio broadcasting's most enduring features.

Says Glenn Snyder:

"We're still in the broadcasting business. The next 30 years will be a lot of fun. . . . It's a grand and glorious feeling."

HOW RADIO MAKES RECORD HITS

MAKING a record a hit overnight and bringing a new star to the public attention is the sort of challenge radio is well equipped to meet. The formula for such a rapid rise to stardom recently was put to the test at WBNS Columbus, Ohio. The platter that got its first plug on disc jockey Gene Fullen's show has since sold close to 7,000 copies in the Columbus area alone.

Rusty Bryant, a tenor saxaphone player, and a three-piece rhythm section had been playing various clubs around Columbus for a number of years. One night the band decided to cut a few records on a home-type recording machine from the bandstand of the Carolyn Club. Two of the records—"Castle Rock" and "Night Train"—were pressed and distributed to disc jockeys around town.

The few spins that Gene Fullen gave the discs drew an immediate response. Within a few days, retail record dealers were calling WBNS to ask for the source of the record. It was for sale at the Carolyn Club under the newly created Carolyn label. Dealers began buying it up in 200 lots on both speeds and orders are still going strong.

The prompt success which Mr. Bryant and his new recordings enjoyed outgrew Columbus when Mr. Fullen spread the word to Walter Phillips of WLW Cincinnati, and Bill Randle, a Cleveland d.j.

With the record being pushed in Ohio's three key cities, radio has been instrumental in establishing Rusty Bryant's first record as a hit. The air publicity which the Bryant version of the tunes has received has already attracted major recording company representatives who have contacted the band in hopes of turning a state-wide success into a national one.

Green hands or red hot flashes

Are you bothered with one or both, Mr. TV Executive?

There are two "occupational diseases" harassing every TV executive today—Green Hands and Red Hot Flashes. Sounds rather ominous, doesn't it? But, there's a cure—even when things look darkest.

First it is important to understand the maladies. Green Hands, perhaps the more prevalent of the two, is manifest in the form of the inexperienced neophyte who wants to be in television because it is glamorous. It's a "game" and would be fun—training and experience are believed unnecessary.

Red Hot Flashes, undoubtedly insidious because hard to detect at first, can be diagnosed as the would-be "expert" with the big front and, so he says, vast experience. He's a floater with all the answers except the one on how to do a good job and hold one.

Now you recognize the two and you know you've had "it" (both of them, that is). For the big problem in television is "competent people." The selection of key personnel, of course, isn't easy, but finding qualified assistants is equally difficult.

Here we believe we can help you. Northwest Radio and Television School has successfully served directors and station managers for many years. We are known as the school graduating qualified students . . . the school that trains for Production . . . Engineering . . . Arts and Talent covering radio speech, control room operation, writing, production, news editing, research, lighting, make-up and a host of other subjects.

We instill in the student the realization that Radio-TV is a serious business, demanding hard work at all times. We foster the will to succeed by working up to the top. Our concept is not to make "experts" of our graduates but to give them a workable, fundamental background, plus proper attitude toward television so they BLEND into the operation of a TV station.

Maybe you need willing, eager, energetic, and "competent" assistants now — TODAY. If so, why not call or write us? We can refer qualified graduates for any phase of TV-Broadcasting to you immediately, at no charge. If you write, use the handy coupon.

Let us help you banish Green Hands and Red Hot Flashes.

Northwest Radio and Television School

527 S/W 12th Avenue • Portland 5, Oregon

One of the Nation's Outstanding Radio and Television Schools.

Northwest Radio and Television School
527 S/W 12th Ave.,
Portland 5, Ore.
Gentlemen: Please send me a free list of qualified personnel with complete information on background and ability. We need people in the following fields:

- ☐ Production
- ☐ Engineering
- ☐ Arts & Talent

NAME_____

ADDRESS_____

CITY_____ STATE_____

BT

brightening tv programs with cheap visual aids

by IRVING SETTEL

MORE than ever, the need for program improvement without added costs becomes a vital factor to successful station operation. Single station markets are rapidly disappearing and competition for viewers is on the increase. No longer will "captive audiences" gaze in rapture at anything presented on the tv screen. Now, both advertisers and audiences demand quality and interest in programs.

One can almost hear the small station operators and limited budget program directors wince in recognition of these facts. There is no need, however, for despair; for skillful use of simple and inexpensive visual aids plus a little ingenuity can produce the most startling results.

Let us take stock and analyze the visual aid situation. It is to be remembered, first, that the effectivenesss of a visual aid is seldom related to the cost. There is a tendency on the part of many directors to accept price as an indication of quality. This premise is basically untrue. As a matter of fact, frequently a "five and dime store" can provide material to produce an effective animated model, capable of telling a more effective story than elaborate art work or expensive scenery and props.

Another factor to be remembered is that visuals which appear effective to the eye may or may not be effective on television. Any number of things influence the actual reproduction of a visual aid on television. For example, a visual aid depending upon several pastel colors to distinguish its parts may be pleasing to the eye but may wash out completely on the screen.

Sight, Motion, Sound

Good television is sight, motion and sound, in that order of importance. Good visuals, therefore, perform a vital function in tv programming. To take full advantage of the power of television, a program director is always aware of this factor.

However, low budgeted shows frequently cause producers to eliminate visual aids entirely which may be disastrous to audience building and eventual sponsorship.

The major objective of an economy-minded producer should be to obtain effective visual aids at a minimum cost. Some stories and programs are easier to visualize than others. Choice obviously should relate to the subject matter and the manner of use and the setting in which the visual is used.

Let us analyze some of the factors which make for effective visual aids.

1. The most important qualities of effective visuals are (a) to get attention and (b) to maintain attention. To get or maintain attention best, motion must be employed. For example, moving pictures are usually more interesting than stills and still pictures showing action are better than non-action stills. In other words, "motion" is almost a must. If a static visual must be used, it should be combined with visuals that have motion. The television camera itself can be used to add motion to static visual aids. Panning, tilting, fades, superimpositions and other techniques lend motion and action to what otherwise might be static material.

2. A combination of visuals is usually more effective and provokes more attention than one alone.

3. Simplicity is equally important. Since a visual aid remains on the screen for only a few seconds, it should be clearly and quickly understood.

4. Each visual should have a definite tie-in with the program, convey a specific point and make a contribution to the telling of the story.

5. Visuals for television should be dependable, durable and transportable. They should be easy to light up, display and manipulate before the camera. They should be inexpensive to reproduce and readily available.

If we keep in mind the three principles below there will be less difficulty in choosing the right kind of display for a specific program. First, a visual aid should add motion to static material; second, it should provide variety to the method of presentation; third, it should be used to cut production costs. Obviously, there are hundreds of types and variations of visual displays. However, space limitations require that we mention only a few.

The easel is the most elementary of display devices and should be used as often as possible. It must be adjustable and sturdy.

Display maps of, for example, the United States and of the world can be used over and over again to visualize regional events, weather forecasts, etc. A well-equipped studio should possess maps, from simple outline drawings to three dimensional models.

A flannelgraph can be made with three-quarter inch plywood board 36 by 48 inches and covered with high quality flannel cloth. The cloth is stretched tightly over the wood and tacked down to make a smooth surface. Cut-outs of heavy cardboard and backed with flannel or strips of sandpaper will adhere to the flannel surface of the board, permitting easy movement of display pictures anywhere on the board without pins or tacks.

The size of the cut-outs and lettering, and the light reflection from the surface are important factors. The cut-outs should be large enough, no less than six inches in diameter and stiff enough to prevent warping under the heat of the lights. They depend on surface contact and if one should bend, it may not only reflect light into the camera but also may fall off the board. Artistic drawings can be used to tell a visual story that will have motion and arouse interest and curiosity on the part of the audience.

A magnetic board is a board similar to the flannelgraph which uses magnetic attraction instead of friction to hold the cut-outs. Usually the board is magnetized and the cut-outs are backed with metal strips. Although more expensive than the flannelgraph, the magnetic board is more dependable and creates more interest.

An endless roll-up, consisting of two rollers, works on a vertical frame about four feet high. Canvas or oil cloth makes an endless belt around the rollers which can be turned by hand or machine. This device is particularly good for displaying credits and titles.

Other important visual aids that should

Mr. Settel is sales promotion consultant in film syndication of the DuMont Tv Network, advertising manager of Concord's Inc., a retail store chain, and instructor in radio-tv at Pace College, New York.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

The New Revue **every Friday, 5:30-6 p.m. (sustaining).**

NBC-TV

April 9: *Ding Dong School,* 10-10:30 a.m. Friday (General Mills through Tatham-Laird Inc.).

April 11: *Youth Wants to Know,* 1-1:30 p.m., Sunday (sustaining).

April 18 (Easter): Easter Parade, 12 noon-1 p.m., Sunday (sustaining).

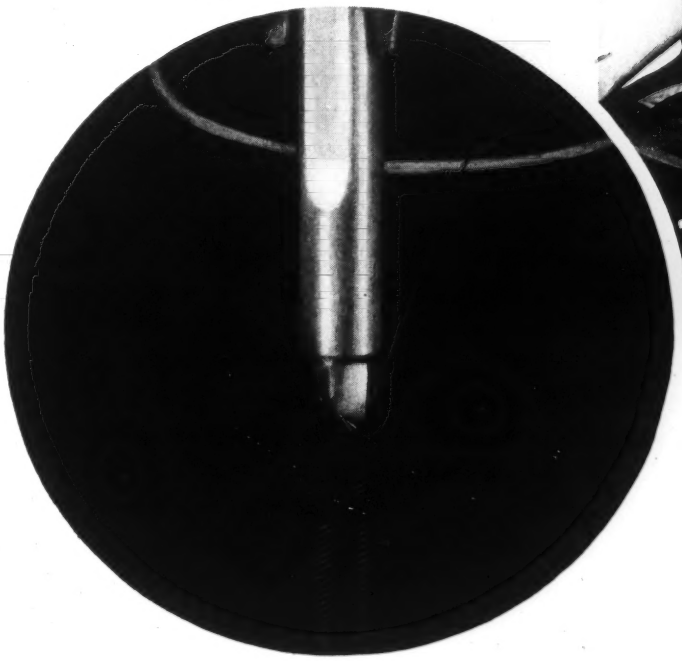
April 18: *The Catholic Hour,* 1:30-2 p.m., Sunday (National Council of Catholic Men).

April 21: *Kraft Tv Theatre,* 9-10 p.m. Wednesday (Kraft Foods through J. Walter Thompson Co.).

April 25: *American Forum of the Air,* 2-2:30 p.m., Sunday (sustaining).

[Note: This schedule will be corrected to press time of each issue of B•T.]

NOW...try the revolutionary new Soundcraft MicroLac® RECORDING DISCS



proved best throughout the recording cycle

After months of exhaustive pre-testing in leading recording studios throughout the country, Soundcraft brings you its all-new MicroLac Recording Discs.

These revolutionary new discs:

1. Are unmatched for play-back perfection.
2. Carry a far quieter, wider range signal straight through from your cuttings to your final stampers.

Check these qualities to see why the new MicroLac Discs are the finest high-fidelity recording discs in the world:

- **Noise level well below that of your own recording equipment.**
- **Perfected thread throw, especially for microgroove recordings.**
- **Quieter with cold stylus than most discs with hot stylus.**
- **Unsurpassed silvering qualities, for finer masters, mothers and stampers.**
- **Mirror-flat surfaces providing . . .**
- **Constant depth of cut, with or without advance ball.**

Soundcraft MicroLac Discs are made on the finest aluminum bases, optically tested for flatness and smoothness . . . degreased for permanent lacquer adhesion . . . deburred for perfect edge seal.

Their new lacquer coating is forced through eight stone filters to a maximum particle size of less than one micron. It is applied automatically in a 250-foot-long sealed tunnel in which four air conditioners in series, each with a Precipitron, remove the last possible traces of dust.

Revolutionary as the new MicroLac Discs are their brand new, high strength, parcel post and tumble tested shipping containers. They deliver your discs factory new. They open easily as a drawer. They make ideal permanent storage chests, with numbered spaces for individual disc titles.

Try the sensational new Soundcraft MicroLac Discs right away. See and hear for yourself why we believe them to be the world's finest!

REEVES SOUNDCRAFT CORP.

Dept. Q4, 10 East 52nd Street, New York 22, N. Y.

10 REASONS WHY YOU SHOULD BUY A *SCHAFER* REMOTE CONTROL SYSTEM

$1000 you save as compared to the average cost of other systems.

$1570 total price for the basic system ready to install.

the basic schafer system is a complete system. no expansions later. 24 metering circuits . . . 40 control circuits . . . uses two phone lines.

no tubes in the schafer system . . . sure-fire, dependable, dc dial, metering and control circuits . . . directly calibrated meters.

no extra frequency or modulation monitor to buy for any installation . . . external relays, tuning motor all furnished as part of the basic system.

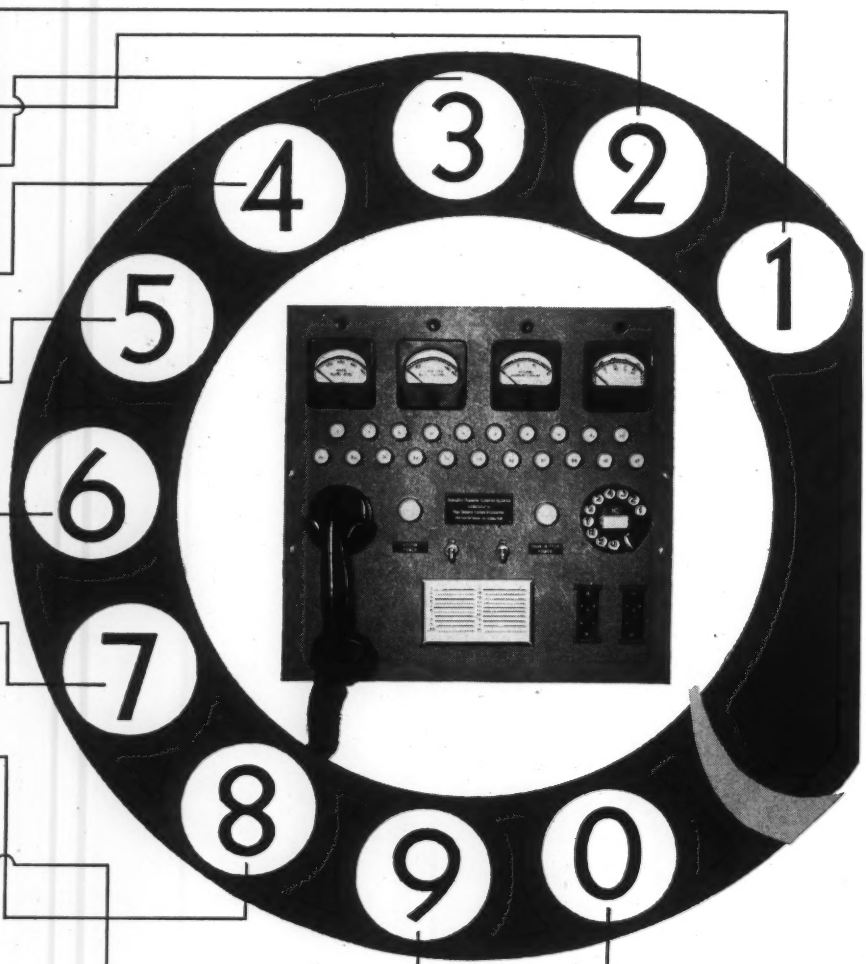
parts replacement never a problem . . . all parts made by national manufacturers. available through your local jobber now or 20 years from now.

any transmitter or group of transmitters can be controlled by one system . . . thirty page manual covers complete instructions for installation and maintenance.

no engineering compromises . . . no circuits worked against ground . . . no high voltages or currents on phone lines. telephones built in.

we specialize in remote control! we sell direct from the factory to you . . . you save the difference, and you get immediate delivery out of stock.

every schafer remote control system unconditionally guaranteed for one year.



paul schafer custom engineering

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LOS ANGELES 39, CALIFORNIA
PHONE: NOrmandy 2-2161

be used in television stations include: Opaque and overhead projectors, title drums, animated books with pages attached to levers underneath a table permitting turning of pages "off camera," blackboards and transparencies. Incidentally, dramatic effects can be obtained with transparencies if handled with care. Made of transparent plastic sheets or film, they are prepared photographically or by free hand drawing with an ordinary grease pencil. Their versatility is their most attractive feature. Drawings and figures made on plastic sheets and used to show cumulative stages add motion and a magical effect to what otherwise would be uninteresting video.

Value of Charts, Maps

Charts, maps and graphs are "musts" when other visual aids are not available. Cleverly prepared, they add substance to static programs. For example, the "strip tease" chart always adds interest and movement. Here, parts of a chart, map or graph are covered with pieces of paper and removed on camera as particular parts are discussed.

Posters and placards can be effectively employed, and slides, projected on screens, always add "color" to shows.

These are just a few of possible visual aids which can and should be used on slow moving, static programs. With a little ingenuity, plus some materials from your art department, there need never be a television show which lacks movement because of "low budgets."

Advertisers

Jack Canaan, account executive, Barnes Chase Co., L. A., to Sunset Oil Co., that city, as director of advertising and public relations.

James D. North, vice president, Market Research Corp. of America, to Associated Products Div., General Foods Corp., N. Y., as manager of marketing department.

J. C. Haley, co-founder and president, Brown & Haley Co., Tacoma, Wash. (candy manufacturer), died in that city March 25, following a long illness.

Agencies

Edwin H. Badger, assistant general manager, Foote, Cone & Belding's Houston office, elected a vice president of the agency.

Carlton W. Hartness to Sherman Adv., S. F., as vice president and account executive.

MR. GODSHALL

Ammon B. Godshall, formerly with N. W. Ayer & Son, to McCann-Erickson Inc. Detroit office, as account executive.

Robert F. Ohrenschall, account executive, McCann-Erickson Inc., N. Y., to Wank and O'Rourke, S. F., in similar capacity.

William J. Geissinger and **William J. Gillilan,** account supervisors, Ketchum, MacLeod & Grove Inc., Pittsburgh, named vice presidents.

Lou Holzer, account executive, W. B. Geissinger & Co., L. A., to Mort Goodman Adv., same city, as vice president in charge of radio-tv. **Graham Edelblute,** account executive, in realignment of duties, heads promotion-publicity department.

MR. FRIDAY

William S. Friday, account executive, WONE Dayton, to Bridges-Sharp & Assoc., that city, in same capacity.

William F. Marlieb, formerly with Grey Adv. Agency, N. Y., to Storm & Klein Inc., same city, as assistant to media director and account executive; **Sheldon J. Karlan** named assistant to director of publicity and account executive.

Fred Ziegler to Biow Co., N. Y., as account executive on Bulova Watch Co. account.

Lawrence D. Dunham, formerly advertising and sales promotion manager, Wine Growers Guild, Lodi, Calif., to Dancer-Fitzgerald-Sample, S. F., as account executive.

Irving J. Pastarnack, formerly with WOR New York, to Herbert W. Cohon Adv., N. Y., as account executive.

Guild Copeland, former vice president and copy director, Cecil & Presbrey, N. Y., to Biow Co., N. Y., in creative dept., where he will work on special copy assignments.

Albert W. Hellenthal, director, production department, KCCC-TV San Francisco, to Clark & Elkus, that city, as head of commercial tv production dept. and account executive.

Ronald J. Foster named creative copy supervisor, Betteridge & Co., Detroit.

Earl Pollins, formerly with Albert Frank-Guenther Law Inc., Boston, to Levy Adv. Agency, Newark, as production manager.

Arthur Lewis Zapel, creative head, Kling Studios Inc. Chicago, to copy group, J. Walter Thompson Co., same city, on tv commercials.

Bob Marcato, free lance film producer, to radio-tv dept., Kenyon & Eckhart, N. Y.

Sheldon Bonnewell, formerly with Foster & Kleiser Co., L. A. (billboard advertising), to Speer Adv. Agency, that city, as head of copy department.

Charles Gadsby, advertising and public relations manager, Merchant Calculators, S. F., to Jean Scott Frickelton Adv., that city.

John R. Hurley, public relations counsellor, to N. W. Ayer & Son, Hollywood, with assignment to handle special publicity campaign for CBS-TV *That's My Boy* which starts Saturday (April 10).

J. T. (Jack) Crossley, 56, partner in Crossley & Jeffries Inc., L. A., died March 23 following a heart attack.

Stations

James Allen, director of tv promotions, Crosley Broadcasting, takes on additional duties as di-

BESIDES winning the Industrial League championship in Tacoma Park District basketball, this team, all staffers of KTNT-AM-TV Tacoma, Wash., also claims it is perhaps "the nation's outstanding tv basketball team." L to r: kneeling—Danny Dever, tv account executive; Larry Carino, tv commercial manager; Coach Chuck Caddey, tv continuity; Lou Antonsen, advertising; Ken Cameron, radio sales; standing—Jack Proud, radio sales; Gordon Brunswick, tv production; James Angus, tv account executive, and Ing Thompson, tv artist. Bob Boardway and John Chaney, tv production, are not shown.

rector of publicity for the four Crosley tv stations, as well as WLW Cincinnati.

William H. Youry, former promotion and merchandising director, WGLV (TV) Easton, Pa., appointed sales service supervisor, WBZ-TV Boston.

MR. YOURY

Paul Mills, program staff, WISE Ashville, N. C., to WISE-TV, as program director.

Bill Anderson, sports director, KVWO Cheyenne, Wyo., promoted to general manager.

Mike Kirmeyer, sports director, KONG Visalia, Calif., named general manager that station.

MR. SATTERFIELD

Jerry Burns appointed general manager, KIVA (TV) Yuma, Ariz.

Jack R. Satterfield, WKNA-TV Charleston, W. Va., to WSAZ-TV Huntington, as assistant to regional manager.

Otis H. Segler, sales manager, KOLN-TV Lincoln, Neb., to WDEF-TV Chattanooga, Tenn., in same capacity. The following also move from WOLN-TV to WDEF-TV; **David Andrews,** as production director; **Rich Miller,** as floor manager; **Emory Williamson,** as art director, and **Richard Phipps,** as director of continuity.

Andy Anderson, announcing-sales staff, KABQ Albuquerque, N. M., appointed sales manager, same station; **James Van Osten** to KABQ sales staff.

Dick Sanders, news and promotion director, WORD Spartanburg, S. C., to WJDX and WLBT-TV Jackson, Miss., as assistant news director for both stations.

Kenneth Leslie promoted to sales manager-assistant station manager, WCTC New Brunswick, N. J.; **John Allen Potts,** chief announcer, promoted to program director.

Clayton Kaufman, assistant director of promotion and publicity, WCCO Minneapolis-St. Paul, promoted to director of promotion and publicity, succeeding **Fred S. Heywood** who resigns to join CBS Inc.

Francis V. Guidice is the new program manager of WTTG (TV) Washington, not promotion manager, as announced last week [B•T, March 29].

Sterling P. Madding, formerly with National Biscuit Co. and Schmidt Lithographing Co., appointed promotion and merchandising manager, WBRC-TV Birmingham.

MR. MADDING

Arthur L. Harper Jr. appointed merchandising manager, WOAI-AM-TV San Antonio, succeeding **John Baade; Frank R. Holloway,** program director, KFYO Lubbock, Tex., to WOAI-AM-TV announcing staff.

W. H. (Bill) Story, sales manager, George Brooke Display Co., L. A., to KFWB Hollywood, as merchandising manager.

Paul C. Munroe, formerly with Biow Co., N. Y., to sales staff, WPIX (TV) New York.

Eileen Mack, formerly coordinator of *The Bob Elson Show* and *Chez Paree* program, WMAQ Chicago appointed public relations director, WCFL, same city, handling all promotion, publicity and advertising.

Jack Murphy, news editor, KPHO-TV Phoenix named executive producer, that station.

Peter Roberts, news commentator and announcer, WNBC New York to WINS same city, as director of news and special events.

J. W. R. Graham, formerly assistant supervisor, national farm broadcast service of CBC, to CBLT (TV) Toronto, as assistant director.

Jack Wiggins, formerly film director, WTOB-TV Winston-Salem, N. C., to WFMY-TV Greensboro, in same capacity.

Dorothy Lombardo, assistant in sales service div. WPIX (TV) New York, promoted to newly-created post of sales service supervisor.

Tom Osborne appointed office manager, WBKB (TV) Chicago, succeeding **Ken Christiansen,** who resigns to join NBC.

George Guyan, formerly with Walter Schwimmer Productions, to sales staff of WBBM-TV Chicago. **Art Hein,** sales service manager, to sales dept. same station. **Robert Reisinger,** formerly salesman, Continental Copper & Steel Co., succeeds Mr. Hein.

Everett Karas, Moore Equipment Co., Dayton, to sales staff, WLWD (TV) same city.

Phyl and **Lu Dumont,** formerly of WHEB Portsmouth, N. H., to WMUR-TV Manchester, N. H., in copy dept., and as announcer-producer, respectively.

Eleanor Meck Pontius named copywriter in public relations dept., WKY-TV Oklahoma City.

Jo Anne Noll, WKY-AM-TV to KLZ-TV Denver, as public service director and conductor of afternoon woman's program.

Lothar Loewe, with Berlin, Germany *Der Abend* newspaper, named exclusive European radio correspondent, KGW Portland, Ore.

Paul E. Millen, formerly sales manager, National Sales Co., Boone, Iowa, to sales staff, Lee Broadcasting Inc. (KHQA-TV Hannibal, Mo., WTAD Quincy, Ill., and KGLO-AM-TV Mason City, Iowa.)

Edward J. Lynott, WJON St. Cloud, Minn., **Warren Rhyner,** WSAU Wassau, Wis., and **Sheldon Burke,** WTVO-TV Rockford, Ill., join WNAM-AM-TV Neenah, Wis.

Charles Winkler, chief engineer, KFOR Lincoln, Neb., to KLMS same city, in same capacity.

Carlton Bortell, formerly with WBMS Boston, to educational WTUN Tampa, Fla., U. of Tampa outlet, as associate director of radio.

Tom Sutton, formerly of WWJ-TV Detroit, to production staff, CHCH-TV Hamilton, Ontario.

Barbara Norman to traffic dept., KYW Philadelphia; **Shirley Rubin** named assistant record librarian, same station.

Donald Holden, formerly with WROK Rockford, Ill., named announcer, WHBF Rock Island, Ill.; **Jacqualine David** to publicity staff, and **J. C. Bruggeman** to technical staff, same station.

Gail Kathleen Manning named to traffic dept., WPEN Philadelphia.

James Brown, announcer, KFDA Amarillo, Tex., to KSON San Diego, in same capacity.

Lou German, disc m.c., WORL Boston, to WHEC Rochester in same capacity.

William B. Caskey, general manager, WPEN Philadelphia, named radio-tv director, Philadelphia Cerebral Palsy Drive.

Gene Wilkey, general manager, KMOX St. Louis, named chairman, radio-tv committee, Speech Assn. of America.

Bob Fleming, promotion-public relations director, WCKY Cincinnati, named chairman of radio-tv, local Easter Seal sales campaign, conducted by Hamilton County Society for Crippled Children and Adults.

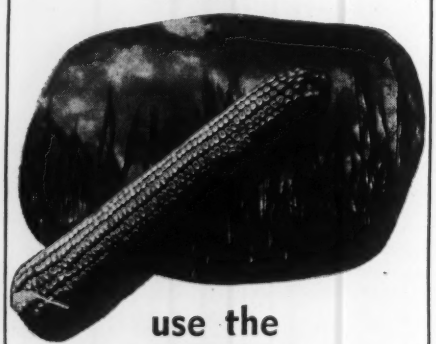
Spencer Allen, news director WGN-AM-TV Chicago, appointed member of Illinois AP Freedom of Information Committee.

Bob McVay, commercial manager, KFJI Klamath Falls, Ore., father of girl, March 21.

Paul Marion, Carolina sales manager, WBTV (TV) Charolotte, N. C., father of girl, Patricia Harden, March 23.

Bob Miller, account executive, WHLI Hemp-

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

Television's Finest

PORTABLE CAMERA MOUNT

for Complete Mobility

HOUSTON-FEARLESS ALL-METAL TRIPOD

Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: ¾ and full length.

HOUSTON-FEARLESS FRICTION HEAD

Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

HOUSTON-FEARLESS TRIPOD DOLLY

Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specialty basis equipment for your specific needs.

The **HOUSTON FEARLESS** *Corporation*

MAIL TODAY

THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd., Los Angeles 64, Calif.
Please send catalogs on ☐ Friction Head ☐ Tripod ☐ Tripod dolly ☐ Panoram dolly ☐ TV Cranes ☐ Camera pedestals ☐ Film Processors ☐ Remote control parabola.
Name_____
Station or firm_____
Address_____
City_____ Zone____ State_____

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

WHBF
ROCK ISLAND, ILL.
CBS for the Quad-Cities

is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (264,811)

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc.

join the happy family!

now available
under a new selective
LOW COST FAMILY PLAN that's practical, flexible and economical. Send for details and rates without obligation.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

stead, L. I., father of boy, Scott Robert, March 16.

Lou Ronder, program director, WCFL Chicago, father of boy, James Carlos.

William Higuera, teletype dept., KHJ Hollywood, father of girl, Michele-Jenne, March 24.

Jim Daley, engineer, WPEN Philadelphia, father of boy, Mark Dennis, March 23.

Billy Eacho, WVEC Hampton (Norfolk) Va., father of boy, March 24.

Networks

James H. Nelson, manager of advertising and promotion, NBC Radio, named a staff assistant to Sylvester L. (Pat) Weaver Jr., NBC President.

Edward R. Murrow, CBS commentator, chosen as one of five nationally known Americans by Tau Kappa Alpha, national collegiate honor society in speech, as Speakers of the Year for 1953. Mr. Murrow was cited for his activities in educational, scientific and cultural fields.

Howard Coleman, staff writer, appointed assistant manager of NBC Chicago press dept.

Paul B. Evans, formerly with Paul H. Raymer Co., station representative firm, to radio spot sales staff of NBC Central Division.

Laura Fairchild, former associate producer, William Esty Co., named shopping editor, NBC-TV *Home* show (Mon.-Fri., 11 a.m. to noon EST).

Steve Douglas, freelance Washington sportscaster, and formerly with NBC, named sports commentator, CBC tv network at Toronto.

Madeline Beatrice Lynn Cleary, business manager, network sales dept., DuMont Tv Network, married to Capt. Charles A. Christenson.

Frank Fox, creator of CBS-AM and NBC-TV *My Little Margie,* father of girl, Kelly Margie.

David Domingquez, 69, CBS Hollywood stagehand since 1935, died March 27.

John Howard, 55, senior morning set-up man, NBC Hollywood, died March 20.

Film

Bradford K. Cross, eastern district sales manager, Princeton Film Center, Princeton, N. J., promoted to national director of sales and promotion.

Bernard S. Brody, handling music clearances for syndicated *Liberace* and *Life With Elizabeth,* tv films, assigned by Guild Films to perform similar duties on forthcoming Florian Zabach tv film musicals directed by Duke Goldstone.

Al Lee Vine, formerly Chicago manager of Consolidated Television Sales, assumes similar duties for George Bagnall & Associates, recently named sales organization for CTS properties.

Ellen Parve, formerly with Shelley Films, Toronto, to film production staff, S. W. Caldwell Ltd., Toronto.

James Neilson, director of Cornwall Productions' *Janet Dean,* to Sam Bischoff Productions, RKO-Pathe Studios, Culver City, as director on upcoming *For the Defense* tv series. **James Van Trees,** cameraman, Warner Bros., to new firm in same capacity.

Bill Harder, assistant director, production div., Kling Studios Inc., Chicago, promoted to director.

Sherman Rose, supervising editor, Gross-Krasne Inc., Hollywood, named director of tv commercials.

Jo Pagano, novelist-screen writer, to William F. Broidy Productions, Hollywood, as executive assistant in charge of creative material. **Murray Alper,** actor-writer, to same firm as assistant to story editor.

George Raft, star of *I Am the Law* tv film series, honored for 25 years in show business with testimonial dinner by Friars Club, Beverly Hills.

Roger and **Selby Daley,** formerly on staff of various Hollywood animated cartoon studios, and more recently with Dibujos Animados, Mexico City, to Gene Peters Associates Inc., S. F., as animation artists.

Jerri Zola Alexander, assistant production supervisor, Sovereign Productions, Hollywood, died March 26, following a heart attack.

Alberto C. Columbo, 65, motion picture-tv musical director with Family Films, Hollywood, died March 24.

Louis Silvers, 64, composer of popular music and musical director from 1937-50 CBS Radio *Lux Radio Theatre,* and musical director of many motion pictures, died in Hollywood on March 26.

Manufacturers

Charles E. Jacobs appointed field sales representative in Northern New Jersey area, Sylvania Electric Products Inc., N. Y.

Sidney A. Standing, Tung-Sol Electric Inc., Bloomfield, N. J., where he organized and managed the cathode ray tube div., appointed manager of cathode ray tube div., Raytheon Mfg. Co., with headquarters in Quincy, Mass.

Jacob L. Miller, formerly sales promotion manager, Henkel-Clauss Cutlery, Fremont, Ohio, appointed regional sales manager, Capehart-Farnsworth Co., Charlotte, N. C.

Frank J. Hogan, previously in sales and merchandising posts with Admiral Corp., Avco Mfg. Co. and Allen B. DuMont Labs, named a district manager for CBS-Columbia in Ohio, Ind., Mich., and Ky., with headquarters in Euclid, Ohio.

Thomas R. Joyce appointed general superintendent of production process control and **Walker M. Cordner** appointed plant manager of tape production, both within tape department, Minnesota Mining & Mfg. Co.

Trade Associations

Morse Opper elected president of Motion Picture Sound Editors, professional, educational and social group of Film, Sound & Music Editors, Local 776, IATSE. Other officers are **Charles Freeman,** vice president; **Lawrence**

CBS
RAIN?
Yes, it rains profits galore when you pick WWPA to open people's purses and keep 'em running into stores in this great Pennsylvania market!
WWPA
Williamsport, Pa.
Contact Burn-Smith Co. for details.

Kaufman, secretary; **Richard Jensen,** treasurer, and **Ed Scheid,** sergeant-at-arms.

Richard G. Montgomery, president, own advertising firm, Portland, Ore., named chairman, Portland chapter, American Assn. of Advertising Agencies, with **Jack Sugg,** Cole & Weber, same city, vice-chairman and **Adolph L. Bloch,** secretary-treasurer.

Blount Slade, vice president and director of creative services, Brooke, Smith, French & Dorrance, N. Y., elected chairman of board, Michigan Council of American Assn. of Advertising Agencies.

Albert D. Hecht, account manager, Bill Sturm Studios Inc., N. Y., named vice president in charge of production, National Television Film Council.

Frank Burke Jr., president and general manager, KFVD Los Angeles and president, Southern California Broadcasters Assn., named to executive committee for 1954 observance of Invest in America Week (April 25-May 1) in southern California. **Sally Smalley,** public service representative, SCBA, named to selection committee for Alexander Hamilton award, to be presented to a southern California firm best publicizing the American way of life.

Ann Roberts and **Emory Dennis** appointed to fill vacancies on Screen Extras Guild board of directors. **Ben Bancroft** named sergeant-at-arms replacing **James Gonzales.**

George J. Flaherty, business agent, IATSE Studio Projectionists Local 165, elected a Hollywood AFL Film Council trustee succeeding James Noblitt, resigned.

Norman Land, former account executive, Frederic W. Ziv Co., to Television Programs of America in similar capacity, covering Philadelphia, Baltimore and Washington.

Government

David Bellin, NBC copywriter before Army induction, promoted to first lieutenant prior to discharge this week. He expects to return to NBC in April.

Representatives

Philip D'Antoni, formerly with CBS sales and research, to sales staff, Weed & Co., station representatives.

Personnel Relations

Hilda Black, director of public relations, Publicists Guild, Hollywood, author of "The Eternal Miracle," published this month (March) by Dodd, Mead & Co.

D. L. Daniels installed as president of Hollywood Sound Technicians Local 695, IATSE. Other officers include **Tom Carman** and **Francis Scheid,** first and second vice presidents respectively; **John Stack Jr.,** secretary; **E. Weldon Cole,** treasurer.

Pat Somerset, assistant executive secretary, Screen Actors Guild, Hollywood, appointed to California State Advisory Council on Employment Service, 12-man policy board on administration of state unemployment insurance code.

Advertisement

From where I sit *by* Joe Marsh

Easy Does It—Again!

The Ladies Aid Society had their annual rummage sale the other night—and as soon as the doors opened, "Easy" Roberts was inside.

Without a word, he headed straight for the coat counter, picked out a shabby old tweed jacket, and paid for it. "Easy" told me a little later that buying his jacket back was getting to be a regular habit.

"That's been my favorite smoking jacket for years," he said. "And my wife talks me into giving it away regularly. Then I get to thinking how much I like it and hurry down to buy that jacket back. This is the third time I've done it!"

From where I sit, everyone's entitled to his own preferences—whether it's a sports jacket, a baseball team, or the beverage he likes to have with dinner. For example, the wife likes coffee along with Saturday night spaghetti while I like a glass of beer. We never try to "sell" each other on our personal preferences.

Joe Marsh

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Ohio State Radio-Tv Institute Underway

Formal sessions begin Wednesday, with allied groups beginning meetings today.

HIGHLIGHTS of Ohio State U.'s 24th annual Institute for Education by Radio-Television, to be held Wednesday through Saturday at the Deshler-Hilton Hotel, Columbus, have been announced. Allied groups, in conjunction with IERT, have scheduled meetings beginning today (Monday) and lasting to Sunday.

Two featured speakers at IERT general sessions will include NARTB President Harold E. Fellows, who will address the Institute's annual dinner Friday evening, and U. S. Information Agency Chief Theodore C. Streibert, who will be main speaker at the Thursday evening dinner in cooperation with the National Assn. of Educational Broadcasters.

FCC Chairman Rosel H. Hyde will speak at an NAEB luncheon Thursday.

Other general sessions are those Wednesday evening, when talks will be made on "What Future Broadcasting?—Radio in a Television Age"; "How Good Is Uhf?" and "Have Educational Television Stations a Future?" and on Saturday morning when educational television programming will be discussed and outstanding U. S. local educational programs demonstrated, in cooperation with American Council for Better Broadcasts.

The first day's preliminary sessions will include a morning meeting by Assn. for Education by Radio-Television; an AERT luncheon to be addressed by William Hodapp, executive director of Teleprograms Inc.; an afternoon AERT session, and an evening meeting for chairmen and secretaries of work-study and special interest groups.

Work-study groups will convene Thursday, Friday and Saturday mornings and special interest groups will meet Thursday and Friday afternoons.

Allied groups have scheduled meetings as follows:

Today (Monday)—All-day NAEB board meeting.

Tuesday—All-day meetings of Assn. of Junior Leagues Inc., NAEB board, Alpha Epsilon Rho (national radio-tv fraternity) and an evening meeting of NAEB's In-School Committee.

Wednesday—Breakfast by Junior Town Meeting League's board of trustees, all-day meeting of Alpha Epsilon Rho and morning "coffee hour" by AERT.

Thursday—Breakfast by JTML's board, council, consultants and representatives; all-day meeting of Alpha Epsilon Rho, and the NAEB luncheon featuring FCC Chairman Hyde as speaker.

Friday—Round table luncheon for Joint Committee on Educational Television.

Saturday—Afternoon meetings of Intercollegiate Broadcasting System's governing council and ACBB and an evening dinner meeting by ACBB, followed by an ACBB panel meeting on "Oriental-Occidental Understanding Through Radio and Television."

Sunday—Morning meeting of IBS board of directors.

WHLI Scholarship Fund Honors Elias Godofsky

ESTABLISHMENT of a scholarship fund for Long Island High School students in the memory of the late Elias Godofsky, founder and first president of WHLI Hempstead, has been announced by Paul Godofsky, president and general manager of WHLI. A $500 scholarship will be awarded to an outstanding student for attendance at Hofstra College, Hempstead.

A station spokesman said that Elias Godofsky had planned the creation of annual scholarship awards by WHLI before his death in November 1951. He added that the station intends to hold an essay contest dealing with the fostering of brotherhood in the Long Island community, a project to which Mr. Godofsky had given much of his time and effort, as a basis for choosing outstanding high school students. Final selection of the scholarship winner will be made by Hofstra College.

Emerson's Abrams Gives WQED (TV) Educ. Grant

EDUCATIONAL television "cannot be a charity patient dependent upon the benevolence of commercial interests," Benjamin Abrams, president of Emerson Radio & Phonograph Corp., said Thursday night in presenting to WQED (TV) Pittsburgh the third of the $10,000 grants offered by Emerson to the first ten non-commercial educational tv stations in the U. S.

Speaking at the dedication of WQED, Mr. Abrams said educational programs on commercial stations are "just a drop in the bucket, and a very unsatisfactory drop, at that." He asserted:

"It is obvious that commercial television exists to make money, and that it as it should be. But, more and more non-commercial educational stations must be created to exist side by side with commercial television. They must be independent."

Earlier recipients of $10,000 Emerson educational television grants were KUHT (TV) Houston and KTHE (TV) Los Angeles.

USC Students Organize Television Fraternity

WITH intentions to expand nationally, four U. of Southern California students have formed Tau Alpha Sigma tv fraternity. Believed to be the first national tv fraternity, it was founded for the advancement of tv arts and sciences "and to bring together academically trained students and professionals of the industry; and foster cooperation between students and faculty for the advancement of television, both artistically and scientifically; and to provide honorary recognition to those so meriting."

Associate members include Klaus Landsberg, vice president and general manager, KTLA (TV) Los Angeles; William Sener, head of USC's telecommunications department; Seymour Klate, art director, ABC-TV Hollywood; Ernest Lee, personnel director, KTTV (TV); and Ivan Campbell, program director, KTHE (TV) Los Angeles.

Founding students are Dave Worth, Barbara Lindemann, Ken Himes and Tom Pflinlin.

N. Y. School Tv Charter Due

SPOKESMAN for Metropolitan Educational Television Assn., N. Y. has reported that with passage of legislation granting power to New York Board of Regents for establishment of non-commercial, educational tv stations in the state, the group is expected to receive its charter from regents within the next few weeks. META filed for the charter several months ago but was advised by regents that enabling legislation had to be approved. Last fortnight, Gov. Thomas E. Dewey on March 25 signed a bill giving regents full authority to incorporate groups for constructing, owning and operating educational tv stations in the state. META hopes to operate a tv station in the New York metropolitan area and will begin a campaign for funds after the charter is issued.

"S" CURVE means "Sales" Curve when it comes to BROADCASTING•TELECASTING. For here's a weekly magazine whose every item, from cover to cover, is as imperative as a telephone ring when it arrives on the desks of 16,230 sales-making, decision-making users of radio and television in one of the greatest industries in the world. Yes, when BROADCASTING• TELECASTING is picked up each Monday morning, 16,230 very important pairs of eyes perk up and let your advertising perk them up to what you have to tell them in the pages of one of the greatest—if not the greatest—publications in modern radio and television.

AWARDS

O. S. U. IERT CITES RADIO STATIONS

Annual awards to be made in Columbus this week.

RADIO awards and honorable mentions of the 18th American Exhibition of Educational Radio & Television Programs, held in conjunction with the annual Ohio State U. Institute for Education by Radio-Television being held this week in Columbus (see story page 78), are being announced today (Monday).

Similar awards in television were to be announced. The radio awards are based on programs entered by U. S. and Canadian stations, networks and organizations in 10 categories. Awards were as follows:

Group I. National—Network or Transcription

CLASS 1—To Special Interest Groups: Women's, Agriculture, Religious, etc.

First Award. *Trans-Canada Matinee*, CBC, on CBL Toronto and CBC Trans-Canada Network.

Special Award. *The Eternal Light*, NBC in cooperation with the Jewish Theological Seminary of America, N. Y.

CLASS 2—Cultural: Drama, Science, Literature, Music (not straight music)

First Award. *CBC Wednesday Night*, CBC, on CBL Toronto and CBC Trans-Canada Network.

Honorable Mention. *NBC Lecture Hall*, NBC.

CLASS 3—Personal and Social Problems

First Award. *The Challenge of Our Prisons*, NBC.

Honorable Mention. *The Way of Children*, CBC, on CJBC Toronto and CBC Dominion Network.

CLASS 4—Public Affairs

First Award. *Press Conference*, CBC, on CBO Ottawa and CBC Dominion Network.

Honorable Mention. *Travel Documentaries*, CBC, on CBL Toronto and CBC Trans-Canada Network.

CLASS 5—Basic Freedoms

First Award. *Letter From Father*, UN Radio and UNESCO, on various stations in the English-speaking world and on ABC.

Honorable Mention. *Broadcasts from the Couchiching Conference*, CBC, on CBL Toronto and CBC Trans-Canada Network.

CLASS 6—Special One-Time Broadcasts

First Award. *The Vigil*, CBC, on CBM Montreal and CBC Trans-Canada Network.

First Award. *Peace on Earth*, UN Radio, on WNBC New York City and NBC.

Honorable Mention. *Prayers for the President*, MBS, on WOR New York and MBS.

CLASS 7—Children and Youth (Out-of-School Listening)

First Award, *Roundabout*, CBC, on CBU Vancouver, B. C., and CBC Trans-Canada Network.

First Award. *Cuckoo Clock House*, CBC, on CJBC Toronto and CBC Dominion Network.

CLASS 8—For In-School Use by Pupils in Primary Grades

No awards.

CLASS 9—For In-School Use by Pupils in Intermediate Grades

No awards.

CLASS 10—For In-School Use by Pupils in Junior and Senior High School

No awards.

Group II. Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations (5 to 50 kw)

CLASS 1—To Special Interest Groups: Women's, Agriculture, Religious, etc.

No first award.

Honorable Mention. *Happy Home*, KMBC Kansas City, on KMBC and KFRM, Kansas City.

CLASS 2—Cultural: Drama, Science, Literature, Music (not straight music)

First Award. *The Classical Tradition*, KUOM Minneapolis (U. of Minnesota).

Honorable Mention. *Let's Think for Ourselves*, KMBC and KFRM Kansas City in cooperation with U. of Kansas City.

CLASS 3—Personal and Social Problems

First Award. *Marika Speaks*, WILL Urbana, Ill. (U. of Illinois), on the NAEB tape network.

Honorable Mention. *Youth Town Forum of the Air*, KLX and KLX-FM Oakland, Calif.

CLASS 4—Public Affairs

First Award. *Opinion Unlimited*, KGW Portland, Ore.

First Award. *Why Do They Do It?*, CKWX Vancouver, B. C.

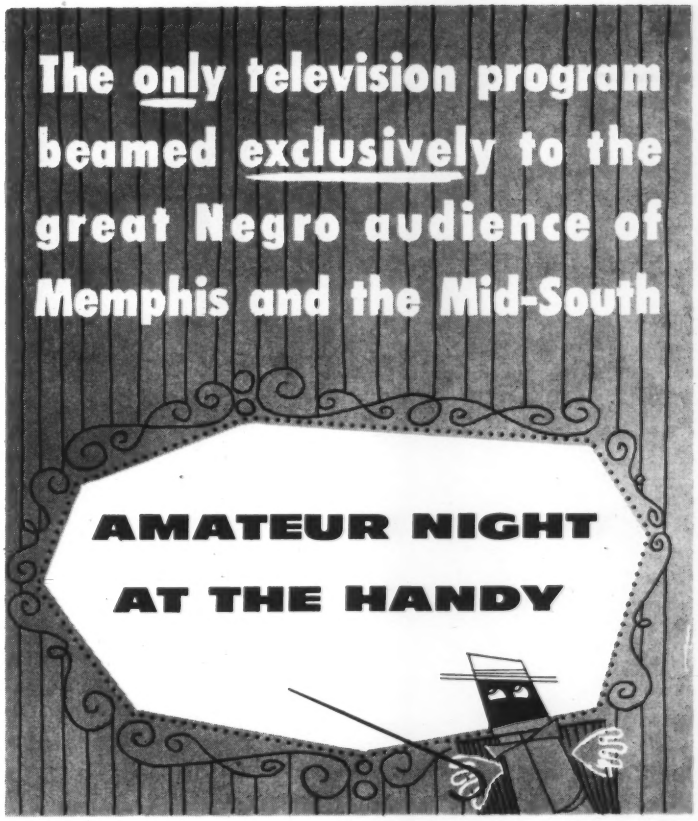
Honorable Mention. *This Week*, CFAC Calgary, Alberta.

Honorable Mention. *Church World News*, Board of Publication, United Luthern Church in America, Philadelphia, broadcast in four editions on WPEN Philadelphia, WIS Columbia, S. C., KTBC Austin Tex., and KSO Des Moines.

Special Award. *World Affairs Forum*, KOMO Seattle in cooperation with Seattle World Affairs Council.

CLASS 5—Basic Freedoms

First Award. *They Fought Alone* WUOM Ann


The only television program beamed exclusively to the great Negro audience of Memphis and the Mid-South
AMATEUR NIGHT
AT THE HANDY

Another first for WMCT. Telecast direct from the stage of the Handy Theatre, Memphis' leading Negro theatre, each Saturday night from 11:10-12:00 Midnight over WMCT—**an all-Negro amateur program.**

Emceed by Dick Cook, and featuring outstanding Negro amateurs from the entire Mid-South area, the program has developed a tremendous audience among Memphis' and the Mid-South's vast Negro population.

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NBC-TV—BASIC
Also affiliated with ABC and DUMONT
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Arbor, Mich. (U. of Michigan) on WUOM and NAEB Tape Network.

Honorable Mention. *Portland City Council*, KGW Portland, Ore.

CLASS 6—Special One-Time Broadcasts

First Award. *The Phoenix*, KOIN Portland, Ore., in cooperation with Oregon State Forestry Dept.

First Award. *Story of a Tornado*, KFAB Omaha, Neb.

Honorable Mention. *The Dream That Grew*, to Radio Dept., New York U., on WNYC New York.

CLASS 7—Children and Youth (Out-of-School Lstening)

First Award. *Young Book Reviewers*, WMCA New York.

Honorable Mention. *The Children's Circle*, WGBH Boston (Lowell Institute Cooperative Broadcasting Council).

Honorable Mention. *The Ezio Pinza Show*, WNBT (TV) New York, on WNBC New York.

CLASS 8—For In-School Use by Pupils in Primary Grades

First Award. *The Magic Book*, KMBC and KFRM Kansas City in cooperation with Kansas City Public Schools.

Honorable Mention. *Music Time*, KMBC and KFRM Kansas City in cooperation with Kansas City Public Schools.

CLASS 9—For In-School Use by Pupils in Intermediate Grades

First Award. *Senorita Jones*, to Board of Education Station WNYE New York, on WNYE and WNYC New York.

Honorable Mention. *Americans to Remember*, Board of Education, WNYE, on WNYE and WNYC New York.

CLASS 10—For In-School Use by Pupils in Junior and Senior High School

First Award. *Discoveries in Words*, to Depts. of Education of Western Provinces, on CBW Winnipeg and CBC Western Regional Network.

First Award. *People and Places*, Wisconsin School of the Air, U. of Wisconsin, on WHA Madison and Wisconsin State Fm Network.

Special Award. *Sky Trails*, WUOM Ann Arbor (U. of Michigan), on Michigan "tape network" including 31 commercial stations.

UNCLASSIFIED PROGRAM—(Music Simulcasts)

Special Award. *New Dimensions*, WMAQ and WMAQ-FM Chicago.

Group III. Local Organizations and Local Stations (less than 5 kw)

CLASS 1—Special Interest Groups: Women's, Agriculture, Religious, etc.

First Award. *Meet Your PTA*, KFRE Fresno, Calif.

CLASS 2—Cultural: Drama, Science, Literature, Music (not straight music)

First Award. *Poets' Playhouse*, to Radio House, U. of Texas, on KNOW Austin.

Honorable Mention. *Music for the Connoisseur* With David Randolph, WYNC New York.

CLASS 3—Personal and Social Problems

First Award. *Document: Deep South*, to Station WUOA University, Ala. (U. of Alabama).

Honorable Mention. *Michigan—2,000 A.D.*, WUOM Ann Arbor (U. of Michigan).

CLASS 4—Public Affairs

No first award.

Honorable Mention. *Campus Press Conference*, WNYC and WNYC-FM New York.

Monorable Mention. *The Churchmen's Forum*, Illinois Church Council and Springfield Council of Churches, on WTAX and WTAX-FM Springfield.

CLASS 5—Basic Freedoms

First Award. *Civil Rights: An Evolving Concept in Democracy*, Howard U. and WCFM Washington, D. C.

CLASS 6—Special One-Time Broadcasts

First Award. *Peter Potter Rings the Bell*, CHUM Toronto, Ont.

Honorable Mention. *Dan'l Boone's Reunion with Kentucky*, to Dept. of Radio Arts, U. of Kentucky, on WBKY Lexington and 42 Kentucky commercial stations.

CLASS 7—Children and Youth (Out-of-School Listening)

No first award.

Honorable Mention. *Candy Cane Lane*, South Dakota School of the Air, U. of South Dakota, on KUSD Vermillion.

CLASS 8—For In-School Use by Pupils in Primary Grades

First Award. *Radio Music Time*, Radio Schoolhouse of Western New York, on WFCB Dunkirk and WJTN Jamestown, N. Y.

Honorable Mention. *Radio Storytime*, Radio Schoolhouse of Western New York, on WFCB Dunkirk and WJTN Jamestown, N. Y.

CLASS 9—For In-School Use by Pupils in Intermediate Grades

No first award.

Honorable Mention. *A World of Wonders*, Radio House, U. of Texas, on KTXN Austin.

CLASS 10—For In-School Use by Pupils in Junior and Senior High School

First Award. *The World's a Stage*, Board of Education, WNYE New York on WNYE and WNYC New York.

Honorable Mention. *Illiad and Odyssey*, Board of Education, KSLH-FM St. Louis.

Honorable Mention. *So to Speak*, Board of Education, WBOE Cleveland.

Honorable Mention. *Voici la France*, Board of Education, WNYE New York, on WNYE and WNYC New York.

HARRY NOVIK (l), general manager of WLIB New York, accepts the first award ever made to a radio station by the National Assn. for the Advancement of Colored People "for substantial contribution to the development of interracial understanding." Making the presentation are Dr. Channing Tobias (c), NAACP chairman, and Walter White, NAACP executive secretary and WLIB commentator.

SDX to Present Awards In Ceremony April 13

ANNUAL awards presentation of Sigma Delta Chi, national professional journalistic fraternity, for radio, television, press and research will be made at a dinner in New York April 13.

Victor E. Bluedorn, executive director for SDX awards, announced judging of entries and selection of winners have been completed in all divisions. Nominations were submitted by radio-tv stations, newspapers, magazines and other groups.

Honors will be received by 10 individuals on their own behalf, while representatives of a radio and television station each, as well as two newspapers and a magazine, will accept honors extended to their organizations. Winners will receive the Bronze Medallion and plaque for distinguished service in journalism.

The national awards have been presented annually since 1932. Fifty-two judges participated in naming winners from 674 nominations in all divisions. General arrangements for the ceremony are being handled by a committee under Kenneth Kramer, editor of *Business Week*. Sidney Eiges, NBC vice president for press and publicity, will serve on a program committee.

Johnson, Murrow Win Tv Reporting Awards

GERALD W. JOHNSON, WAAM (TV) Baltimore commentator, and CBS newscaster Edward R. Murrow last week received $500 Sidney Hillman Foundation Awards for outstanding television reporting in 1953.

Mr. Johnson was honored for telecasts dealing with the government security program, Congress and civil liberties. Mr. Murrow's award was for "splendid examples of the use of television as a medium." It was received in his behalf by Fred W. Friendly, who is Mr. Murrow's co-producer on *See It Now*.

Sidney Hillman Foundation is a joint industry-union venture established in 1947.

Davis, Murrow Top Overseas Press List

OVERSEAS Press Club at its annual dinner last Monday in New York presented to Elmer Davis, ABC news analyst, its award for the "best radio interpretation of foreign affairs" during 1953 and to Edward R. Murrow, CBS commentator, a companion award for the "best television interpretation of foreign news."

Award for the "best consistent radio reporting from abroad" went to Howard K. Smith, European news chief for the CBS Radio and Tv networks. David Schoenbrun, CBS Paris correspondent, was runner-up to Mr. Smith; Eric Sevareid, CBS chief Washington correspondent, was runner-up to Mr. Davis; John Daly, ABC vice president in charge of tv news, special events and public affairs, was runner-up to Mr. Murrow.

Mr. Murrow, who arrived at the dinner late because of his regular 7:45-8 p.m. newscast, was greeted by a spontaneous ovation, the entire group standing and applauding until he was seated. For heading the campaign to raise funds for a Memorial Press Center, to be opened in New York in August, Mr. Murrow was given a gold membership card.

Porter to Present Awards

PAUL PORTER, Washington radio-tv attorney and former FCC Chairman, will make the presentation of this year's Peabody Awards for the outstanding programs of 1953 at the Radio & Television Executives Society luncheon April 14 at New York's Hotel Roosevelt. Mr. Porter, a member of the Peabody Committee, will substitute for the committee's chairman, Edward Weeks, who is in England. Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Journalism, under whose auspices the awards are made, will announce the winners.

CITATION from the Jewish Theological Seminary of America is presented by Emil Hirschfeld (l), program chairman, to Ward Quaal, vice president and assistant general manager of Crosley Broadcasting Corp., who accepts for Crosley Board Chairman J. D. Shouse, for carrying on WLW Cincinnati the NBC program *Eternal Light*, which dramatizes efforts of the Jewish faith and culture for "brotherhood and intergroup understanding."

GEORGE STORER JR. ELECTED AS V.P.

KGBS-AM-TV managing director will head Storer's planning and finance division.

ELECTION of George B. Storer Jr., managing director of KGBS-AM-TV San Antonio, as vice president in charge of planning and finances of the Storer Broadcasting Co. is being announced today by SBC President George B. Storer.

Bill Michaels, manager of KGBS-AM-TV and former Texas sports broadcaster and newspaperman, was promoted to succeed Mr. Storer as managing director of KGBS-AM-TV.

The new Storer Broadcasting vice president will assume his new duties immediately at the Miami Beach headquarters of the company. The office of planning and finance, it was explained, is a newly-created division dealing with the future expansion program of Storer Broadcasting, which operates multiple broadcast properties and is the largest entity in the industry, aside from the networks.

MR. STORER JR.

MR. MICHAELS

Before he became managing director of the Storer stations in San Antonio, Mr. Storer had been in charge of WAGA-TV Atlanta from its inception. He is a director of Storer Broadcasting and the Standard Tube Co. of Detroit.

Blayton Buys KREL-AM-FM From Matherne for $75,000

SALE of KREL-AM-FM Baytown, Tex., from Robert Matherne and associates to J. B. Blayton Sr. and associates for $75,000 was announced last week. Sale is subject to FCC approval.

Mr. Blayton owns WERD Atlanta, Ga., and is part owner of a new national Negro network. The transaction was handled by the Atlanta office of Allen Kander and his associate, Paul Chapman.

Seven-year-old KREL operates on 1360 kc with 1 kw fulltime, directional. Baytown is a suburb of Houston.

Clark Expands in Chicago

EXPANSION of quarters and appointment of Hub Jackson to Chicago office as account executive has been announced by George W. Clark Inc., radio-tv station representative firm. The firm moved from 10th to 18th floor at 333 N. Michigan Ave. April 1. Mr. Jackson has been in charge of the Chicago office of Joseph Hershey McGillvra, station representative firm, for the past two years, and previously was vice president at Russel M. Seeds Co. there. Other expansion plans are to be announced in the near future, according to Mr. Clark, head of the firm and Chicago manager.

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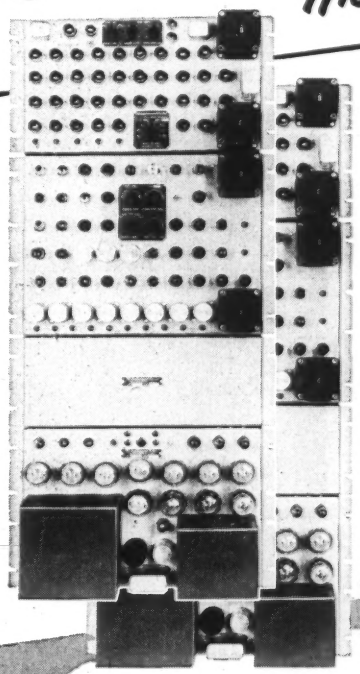

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Safeguard your operation with a standby sync generator as well as an operating unit for no more than the price of any single competitive equipment. This is the high quality, TIC Type 2200 that has won acceptance with the nation's leading TV broadcasters and manufacturers.

*Less cabinet. F. O. B. plant.

SPECIFICATIONS:

Five output signals of either polarity at 5 volts peak-to-peak across 75 ohms: (1) RETMA sync, (2) vertical drive, (3) blanking, (4) horizontal drive, and (5) blanking plus bar and dot linearity.

High stability, unaffected by tube aging.

Binary dividers employed so that no adjustments are necessary or possible for divider chain or RETMA sync.

All leading and trailing edges of output signals controlled by precision delay line.

Eight steps of vertical blanking instantly available as follows: 4%, 4.76%, 5.34%, 6.1%, 6.66%, 7.43%, 8.0% and 8.76% of vertical period.

Means provided for compensation of signal delays for cable up to a thousand feet.

Built-in bar and dot generator provides 20 vertical and 15 horizontal bars less those lost due to blanking in the whole period.

Signal generator can be locked to 60 cycle line, self-contained crystal oscillator, or an external frequency source. Power requirement approximately 700 watts, 105 to 125 volts, 60 cycles. Supplied complete with heavy duty, electronically-regulated power supply.

Deluxe steel cabinet, 83" H x 22" W x 18" D, can be supplied at additional cost.

TIC

COMPLETE SPECIFICATIONS AVAILABLE ON TIC'S COLOR-TV PACKAGE

Tel-Instrument Co. Inc.

728 GARDEN STREET, CARLSTADT, NEW JERSEY

Cover Central Missouri with KFAL

Reach this central Missouri market with 186,323 radio families * and a consumer income of $698,285,000*, in a thirty county, four city, ½ mv area covered by KFAL.

* SRDS and Sales Management Survey

Write today for particulars!

KFAL

900 Kc 1,000 Watts

FULTON, MISSOURI

No. 1 Radio Buy

in New Haven

• • • • • •

Merchandising

more guaranteed in-store food display than any other New Haven station.

• • • • • •

Programs

live wire local plus NBC affiliation = proven audience.

• • • • • •

Saturation

run of station • day and night • 20 spots a week • 1-13-26 week package • $45—$48—$60 per week.

— three steps cover — New Haven's ultra-rich market on

WNHC

radio • ASK KATZ

WRATHER-ALVAREZ SELL KOTV (TV) FOR $4 MILLION TO WHITNEY FIRM

New York investment firm turns to broadcasting field after capital ventures in other growth industries. Sale is subject to FCC okay.

ENTRY of John Hay (Jock) Whitney interests into television broadcast station ownership was announced last week with the signing of a $4 million contract to buy KOTV (TV) Tulsa from Helen Alvarez, Jack D. Wrather Jr. and Mazie Wrather, subject to customary FCC approval.

A new firm organized and wholly owned by J. H. Whitney & Co. acquired the 4½-year-old ch. 6 station in a transaction negotiated by Howard E. Stark, radio and television station broker, New York, and announced Friday by the Whitney firm and the sellers, Mrs. Alvarez, Mr. Wrather and Mrs. Wrather, his mother.

Individually and through General Television Inc., the Wrather-Alvarez group owns all stock of KOTV. They also are principal owners of KFMB-AM-TV San Diego. Additionally, Mr. Wrather has a grant for ch. 44 in Boston and he and Mrs. Alvarez have interests in a bid for ch. 10 at Corpus Christi.

Although for the present, there are no indications of the Whitney organization acquiring other broadcast stations, news of the KOTV purchase kindled speculation that such an interest may be aroused at a later date.

The purchasing company is Osage Broadcasting Corp. and is headed by C. Wrede Petersmeyer, a Whitney partner who represented his firm in the negotiations.

Mrs. Alvarez and Mr. Wrather will be members of the Osage Broadcasting board of directors, along with President Petersmeyer and two other Whitney partners, William H. Jackson and Robert F. Bryan.

Mr. Wrather is an independent oil producer of Dallas and Los Angeles and has served as president of KOTV. He is also a film producer. Mrs. Alvarez, of Tulsa, has been general manager as well as co-owner.

In a statement for himself, his mother and Mrs. Alvarez, Mr. Wrather said: "We are very proud of KOTV and are relinquishing our ownership reluctantly in order that we may devote more time to other interests we have acquired since our first venture into television in Tulsa."

J. H. Whitney & Co., parent of the purchasing corporation, is a venture capital firm organized by Mr. Whitney in 1946 to finance the development of growth industries. Companies in which it has major investments include Spencer Chemical Co., Minute Maid Corp., Great Northern Paper Co., Morton Packing Co., and others in power tool, home equipment, oil and natural gas and oil refining fields.

The Whitney company also has furnished the capital for community television systems in six cities. The systems, constructed and operated by Jerrold Electronics Corp., Philadelphia, are: Williamsport, Pa.; Fairmont and Clarksburg, W. Va.; Walla Walla, Wenatchee and Richland, Wash.

Mr. Whitney said, in explaining his company's entry into the tv broadcasting field: "Television is one of the most dynamic postwar growth industries. We feel that television broadcasting offers an exceptional opportunity to serve the public interest. We are pleased that our first investment of this type is in the progressive city of Tulsa."

Mr. Petersmeyer said, "KOTV enjoys a

PURCHASE of KOTV (TV) Tulsa by J. H. Whitney & Co., New York, is signed by C. Wrede Petersmeyer, partner in the Whitney venture capital firm. Others (l to r): Seated—Helen Alvarez, Jack D. Wrather Jr. and Mazie Wrather, principal sellers. Standing—Howard E. Stark, station broker who negotiated the purchase, and Robert F. Bryan, a Whitney partner, who still serve on the board of the new company.

Roy Thompson,

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

dominant position in eastern Oklahoma and adjacent areas. Tulsa is an exceptionally attractive television market because of its high economic level and growth prospects.

"KOTV has been well managed and we expect to continue to operate with present personnel. Plans are now in the blueprint stage to expand the station's power and facilities so that the highest quality of service can be provided to the maximum area. We hope to become an integral part of the Tulsa community and look forward to the opportunity of working with its citizens."

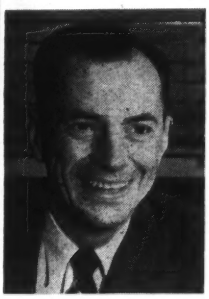
KOTV commenced operation in October 1949 and currently is one of two television stations there. The other is KCEB (TV) on ch. 23. Additionally, a grant has been issued for KSPG (TV) on ch. 17. KOTV is a basic affiliate of CBS-TV and also is served by other networks.

Mr. Whitney is married to Betsy Cushing, sister of Barbara Cushing, who is married to CBS chairman William S. Paley. Both families live in Manhasset, L. I., New York suburb.

The New York law firm of Cahill, Gordon, Zachry & Reindel represented the Whitney firm in the negotiations, while Monte Livingstone, Los Angeles attorney, represented Wrather-Alvarez. Washington counsel representing the Whitney group in preparing the FCC application is Haley, Doty & Schellenberg; representing Wrather-Alvarez is Welch, Mott & Morgan.

Bowley Named Chief Eng. For WBC's WPTZ-KYW

RAY J. BOWLEY, chief engineer of WPTZ (TV) Philadelphia since its purchase by Westinghouse Broadcasting Co. last June, has been named chief engineer of the combined WPTZ-KYW radio-tv operation, according to Ralph N. Harmon, WBC's engineering manager.

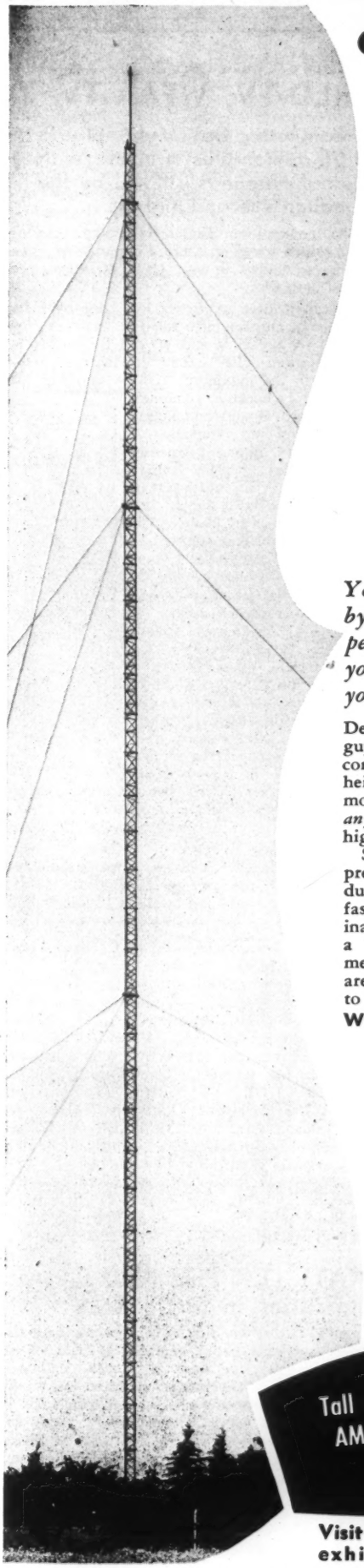


MR. BOWLEY

Sidney V. Stadig, tv technical supervisor of WBZ-TV Boston, has been named assistant chief engineer at WPTZ-KYW. Mr. Harmon said his chief responsibility at the outset will be technical operation of KYW. Thomas T. Ely, chief engineer of KEX Portland, Ore., will be transferred to Boston as assistant chief engineer of WBZ-WBZA Boston-Springfield and WBZ-TV, reporting to Willard H. Hauser, radio-tv chief engineer in Boston.

MR. ELY MR. STADIG

Jack Erwin, technical supervisor at KEX, has been named acting chief engineer during Mr. Ely's tour in Boston, where he is to gain experience in tv. Joseph Patterson will be KEX technical supervisor.



Get on the air

WEEKS EARLIER

with the new

VIDECO by **IDECO**

TRADE MARK

package tower!

You'll get on the air earlier . . . reduce by weeks that non-profit period between permit validation and sign-on . . . when you specify a Videco package tower for your new UHF station!

Developed by Ideco, Videco is a medium-height guyed tower in a "package" that can be delivered complete to your site within 6 weeks. Videco heights range from 300' to 620'; will accommodate *any* UHF antenna; for VHF, will carry *any* 3 to 5 bay low band antenna or 3 to 6 bay high band antenna.

Speedy erection is a feature of the Videco . . . prefabricated units jig-welded and jig-drilled during the precise Ideco shop-fabrication go up fast, safely, easily. Complete fabrication eliminates manual adjustments on the job, insures a "true" tower free from undue stresses that meets all RETMA specifications. Videco towers are completely Hot-Dip galvanized after welding to insure rust-cheating resistance to the weather.

Whatever Your Tower Height

. . . even way over 1,000 feet . . . all your problems can be resolved safely, sensibly, by letting Ideco engineers assume the responsibility for every step. Place your tower problems in their capable hands under a single contract with Ideco or your equipment supplier . . . design, foundations, fabrication, erection, equipment installation, rigid final inspection . . . with complete insurance coverage all the way. *For your tower . . . come to Ideco . . . write, wire, phone!*

IDECO DIVISION, Dresser-Stacey Co.
Dept. T, Columbus 8, Ohio
BRANCH: 8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO tower "know-how" keeps you on the air!

Visit IDECO "World's Tallest Tower" exhibit at NARTB Convention

Providence and Weslaco Tv Stations Start Today

TWO more tv stations were scheduled to begin regular operations today (Monday).

WNET (TV) Providence, R. I. (ch. 16), on test patterns since March 25, is ready to go commercial today as a CBS-TV affiliate. The station is represented by Paul H. Raymer Co.

KRGV-TV Weslaco, Tex. (ch. 5), first station there, is due to start commercial operation today, after construction difficulties had delayed its start many times. It will be affiliated with NBC-TV and DuMont networks and also is represented by the Raymer company.

Another two stations began commercial programming April 1, bringing first local video to as many cities. The new stations are: WALB-TV Albany, Ga. (ch. 10), and WMFD-TV Wilmington, N. C. (ch. 6).

Starting date of June 1 has been announced by KTEN (TV) Ada, Okla. (ch. 10). Erection of its 750-foot tower has already started. KTEN (TV) held a meeting last month with representatives of chambers of commerce from surrounding cities, explaining that the new station will bring community programming to the area emphasizing conventions, farm programs and sports events.

WJNO-TV West Palm Beach plans to commence in August on ch. 5 with both indoor and outdoor studios, Walt Dennis, general manager, reported last week. Indoor studios will be in what are now the formal gardens of the Playhouse, whose theatre facilities also will be available to the station. Outdoor studio will be located on the south side of the building. The station will be affiliated with NBC-TV and represented by Meeker Tv Inc.

The following stations have reported they plan to begin regular operations by April 30:

KARK-TV Little Rock, Ark. (ch. 4); WGOV-TV Valdosta, Ga. (ch. 37); WHO-TV Des Moines, Iowa (ch. 13); WBOC-TV Salisbury, Md. (ch. 16); KFVS-TV Cape Girardeau, Mo. (ch. 12); KDRO-TV Sedalia, Mo. (ch. 6); WMAC-TV Massillon, Ohio (ch. 23); KVAL-TV Eugene, Ore. (ch. 13); WSEE (TV) Erie, Pa. (ch. 35); WQED (TV) Pittsburgh (ch. 13), educational; WDEF-TV Chattanooga (ch. 12); KRGV-TV Weslaco, Tex. (ch. 5), KULA-TV Honolulu (ch. 4), and WAPA-TV San Juan, P. R. (ch. 4).

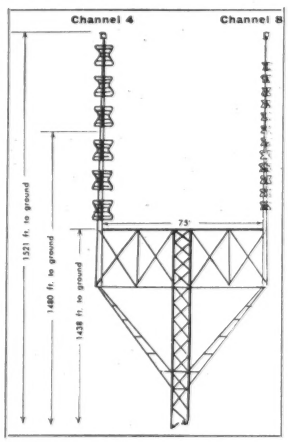
(For details see TELESTATUS, page 103.)

KRLD-TV, WFAA-TV TO SHARE TOWER

Competing Dallas vhfs plan a $1 million-plus structure with dual antennas. It will be the nation's second highest.

TWO competitive Dallas television stations have joined forces to share a common antenna tower, scheduled to rise 1,521 ft. above the Texas flatlands.

An application to secure FCC approval for changes in antenna sites was filed last week by KRLD-TV on ch. 4 and WFAA-TV on ch. 8. Both stations also intend to increase their powers to the maximum 100 kw and 316 kw on their respective channels upon approval and completion of the tower and antennas.



The new antenna structure to rise higher than the Empire State Bldg., is one mile west of Cedar Hill, Tex., about 16.5 miles southwest of Dallas. The triangular, guyed tower will be 1,438 ft. above ground, surmounted by a platform on which will be mounted two 83 ft. superturnstile antennas.

KRLD-TV will use a six-bay antenna and WFAA-TV a 12-bay antenna, planned to give each station coverage of 80-85 miles for Class B service, and 100 miles for good rural receptions. This will more than double the service area of each station and insure equalized coverage for both stations to the entire Dallas-Ft. Worth metropolitan area. Effective antenna height above average terrain for each antenna will be 1,685 ft.

Antenna site is 828 ft. above mean sea level (compared to the average 200-300 ft. AMSL in the Dallas area), and occupies 254-acre plot. Fifteen sets of double-guy wires will support the tower and platform, with the longest guys extending more than 1,000 ft. from the base of the structure. An elevator hoist will run from the base of the tower to the platform. The tower will be built to withstand wind loads of 60 lbs.

Under the name of Hill Tower Inc., joint owners KRLD-TV and WFAA-TV will own the land, tower and the antenna systems. Estimates put the cost of the installation at $1.15 million. Each station will build and own its own transmitter building, including transmitter, amplifiers, and other radiating equipment. KRLD-TV plans to spend $300,000 for its transmitter building with equipment; WFAA-TV, $400,000.

Advantages of the unique, candelabra-type antenna structure, according to the engineers who designed it, are that standard antennas can be used and that installation and maintenance are simpler than with stacked arrays. The structure was evolved by T. A. M. Craven, consulting engineer, and B. B. Honeycutt, chief engineer for KRLD-TV, and A. Earl Cullum Jr., consulting engineer for WFAA-TV.

The only taller tower is that of KWTV (TV) Oklahoma City, which is 1,572 ft. above ground. The Empire State Bldg. antennas, which are used by all of New York's seven tv stations, are 1,465 ft. above ground.

KRLD-TV, owned by the *Dallas Times Herald*, is a CBS affiliate. WFAA-TV, owned by the *Dallas Morning News*, is affiliated with NBC, ABC and DuMont. Both stations began operating late in 1949. There are estimated 325-370,000 tv receivers in the area.

L. A. May Rescind Ban On Charity Telethons

WITH PROTESTS mounting and legal action threatened, Los Angeles City Council may rescind the city Social Service Commission's edict that fund raising telethon charity appeals be confined to "emergency purposes" only [B•T, March 29]. The public health and welfare committee has been ordered to make a "thorough investigation" of the situation.

Fear was expressed by local officials of many national organizations making annual charity appeals that if SSC's ban holds, it may be adopted by other cities with added restrictions.

KATV (TV) Pine Bluff Opens Facilities in Little Rock

KATV (TV) Pine Bluff, Ark., operating on ch. 7, is now using additional studio facilities of KRTV (TV) Little Rock (ch. 17), which it recently acquired, the station reported last week.

KATV maintains staffs in both cities and is affiliated with ABC-TV and CBS-TV networks. Several of the KRTV staffers will be maintained as part of the expanded ch. 7 operation. John Fugate, former KRTV general manager, has been named manager of the Little Rock facilities. Bruce Compton, KATV national sales manager, remains in Pine Bluff.

James P. Walker is KATV general manager.

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

WSYR Timekeeper, Elliott Gove

Central New York's most popular timekeeper on Central New York's top-rated local morning program. At least five years' continuous sponsorship by more than half of the present sponsors. Participating, Monday through Saturday,

7:05—9:15 a.m.

Headley-Reed, National Representatives

WSYR SYRACUSE
570 KC
NBC AFFILIATE

FREE! 55th ANNUAL BURKE & JAMES CAMERA, LENS AND EQUIPMENT CATALOGUE

96 Pages crammed with THOUSANDS of Newest PHOTO TOOLS, CAMERAS (Press, Studio, Candid, Special Purpose, etc.), LENSES, PROJECTORS, Lighting Equipment, Developing Equip., Enlargers, etc., for Amateur — Professional in daily Scientific or Industrial work.

Write for Catalog No. 154, Mr. White, Dept. B-T
BURKE & JAMES Inc. 321 S. Wabash, Chicago 4, Ill.

thus cutting off needed funds.

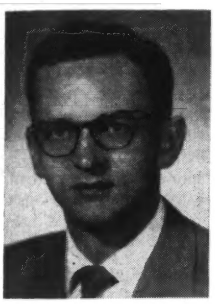
Terming the edict "a form of censorship which has not been condoned by any court in recent years," Milton J. Brock Sr., president, United Cerebral Palsy Assn. of Los Angeles County, declared his group feels it has legal grounds for protest. He said the ruling is a "denial of the rights of freedom of speech and free enterprise.

"Present day telethons are simply television advertising," he said, pointing out that in the UCPA fund-raising appeal "station time is purchased outright" with "music and all phases of production paid for at union rates."

Following last year's telethon, expense reports show UCPA gave $30,045 to theatre authorities, which clear entertainers for the events and in turn distributes its receipts to organizations of actors, crafts and other workers; $1,699 for tv station time; $7,084 for advertising and publicity.

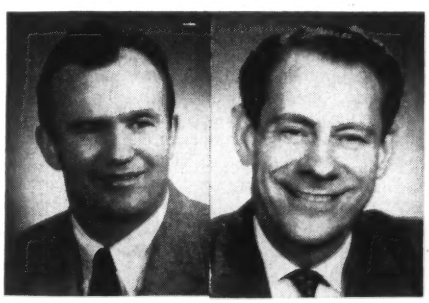
Three NBC Cleveland Executives Get Promotions

PROMOTIONS of three WTAM-WNBK (TV) executives were announced last week by Lloyd E. Yoder, general manager of the Cleveland NBC stations.



MR. WALZ

Lawson Deming, WTAM operations supervisor, has assumed the additional duties of WTAM program manager. George W. Cyr, operations supervisor of WNBK, has also been named program director of that tv outlet. Mr. Walz, creative program manager for NBC Cleveland, has been



MR. CYR MR. DEMING

appointed manager of continuity acceptance and public affairs for both WTAM and WNBK.

WTVR (TV) at Mid-Point Of Color Expansion Plans

WTVR (TV) Richmond's $200,000 program covering installation of color telecasting equipment at the station is 50% complete and the outlet should be ready to introduce color television by early summer, Wilbur M. Havens, president-general manager, said last week.

He said the additional equipment needed by the station for color television broadcasting will be installed as soon as it arrives. Ch. 6 WTVR, WMBG and WCOD (FM) Richmond are licensed to Havens & Martin Inc.

WNBW (TV) Sets Sales Record

A RECORD sales day was recorded March 25 by WNBW (TV) Washington, NBC o&o outlet. The station received bookings of over $50,000 for program sponsorship and spot announcements, setting a new record for a single day business, according to Joseph Goodfellow, director of sales.

Mr. Goodfellow also reported that the volume of business for March 1954 is "considerably in excess" of the same month last year.

Among the program sponsors that were signed are: Sunnybanks Margarine, *Joe Palooka*; Eversharp, *Eversharp Theatre* (film drama), and Safeway Stores, *Ludlam's Lodge*.

Cowling Named Gen. Manager Of KAVR; May Start Planned

CHARLES H. COWLING, West Coast manager of AM Radio Sales Co., and national sales manager of KMPC Hollywood, has been appointed general manager of KAVR, new 5 kw station on 960 kc, now being built in Apple Valley, Calif.

Appointment was announced by Newton T. Bass, president of the Apple Valley Broadcasting Co. and Apple Valley Building & Development Co. He estimated that the studio building, erected as a wing of Apple Valley Inn, represents an investment of more than $50,000. Station is scheduled to start operating May 25, preceded by an extensive promotion campaign, according to Mr. Cowling.

KMAC 27 YEARS OF SERVICE
SAN ANTONIO, TEXAS
5000 WATTS
ON 630
America's Fastest Growing Major City
MORE TEXAS ADVERTISERS USE KMAC THAN ANY OTHER SAN ANTONIO STATION

KLBS 610 on Every Dial
HOUSTON, TEXAS
5000 WATTS
ON 610
The Cadillac Capital of the World
TEXAS LARGEST FULL TIME INDEPENDENT STATION

THE 2 STATIONS COVER 4,135,752
ASK THE WALKER REPRESENTATION CO., INC.

Fetzer Says Tv Industry Will Profit by Ch. 12 Sale

Sale to the U. of Nebraska would promote new techniques in educational television and in training personnel.

A REAL contribution for the entire television industry will occur if new techniques in the presentation of educational programs and the training of qualified personnel are accomplished through his offer to sell ch. 12 in Lincoln, Neb., to the U. of Nebraska, John E. Fetzer, owner, said last week.

"My purpose in setting up a trusteeship under the direction of Mr. Byron J. Dunn as temporary custodian of ch. 12 is to make it possible at the option of the U. of Nebraska to operate a television station for the express purpose of developing new techniques in the field of educational programming," Mr. Fetzer said.

"My observation of the University indicates that it is amply qualified to carry on such a program. It has been my feeling for many years in radio and later in television that the problem of trained personnel was most acute. If the U. of Nebraska can accomplish these two purposes, then I believe a real contribution will have been made for the entire tv industry."

Mr. Fetzer explained that in setting up the trust agreement, Mr. Dunn will be the licensee of the ch. 12 facilities and that the U. of Nebraska will have first call to purchase the properties for $100,000. If the University is unable to accept this offer, Mr. Dunn has the authority to offer the facilities to other educational or charitable institutions, Mr. Fetzer explained. If Mr. Dunn is unable to find a buyer by the end of two years he will return the ch. 12 permit to the FCC, Mr. Fetzer emphasized.

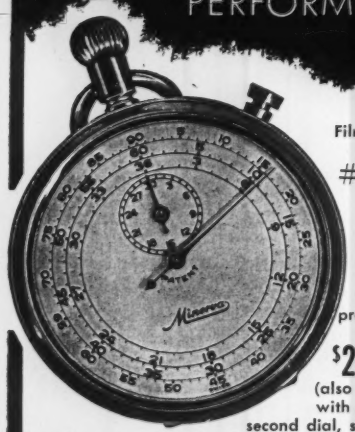
The U. of Nebraska has not bought the ch. 12 facilities, Mr. Fetzer made clear, nor will the grant revert to Mr. Fetzer if Mr. Dunn is unable to dispose of the station as reported in B•T last week [B•T, March 29].

Agreement between Mr. Dunn and Mr. Fetzer provides that, until the University decides whether to buy the plant or not, it may operate the ch. 12 transmitting facilities under Mr. Dunn's supervision, in cooperation with a Television Advisory Board to be appointed by the Chancellor of the University. Mr. Fetzer also offered the facilities of KOLN-TV studios to the students and faculty of the University in operating the ch. 12 installation during this interim period. Maintenance costs would be borne by Mr. Fetzer, it was made clear.

Mr. Fetzer bought KOLN-AM-TV Lincoln, Neb., last summer for $650,000. KOLN-TV operates on ch. 12. Last month, the FCC approved his purchase of KFOR-TV on ch. 10 in the same city for $300,000 on the condition that he dispose of his present ch. 12 facilities. The arrangement with Mr. Dunn is the proposed compliance with that condition. Upon FCC approval, Mr. Fetzer will move his KOLN-TV, maintaining those call letters, to ch. 10. KOLN-TV will become a basic CBS affiliate. It is now affiliated with ABC and DuMont.

In balance sheets submitted with the KFOR-TV transfer, the KOLN stations were shown to have total assets of $332,000 and Fetzer Broadcasting Co., the parent company, total assets of $2.4 million, both as of Nov. 30, 1953.

DEPENDABLE PERFORMER!



Filmmeter Model #106F

professional price $20.13 net (also available with plain 1/5 second dial, side-slide.)

Minerva RADIO & TV STOPWATCH

COIL AND HAMMER SPRINGS UNCONDITIONALLY GUARANTEED FOR LIFE!

Exclusive Minerva Coil Springs prevent failures from friction or wear. Independent Hammer Spring Mechanism insures perfect fly-back to Zero every time!

TIMES FILM FOOTAGE EXACTLY! Dial scaled to 90 and 36 ft.-per-minute register for 35 and 16 mm. films. Small hand records up to #) 30 minutes; long hand completes revolution in 60 seconds.

ACCURACY OF 7—JEWEL NON-MAGNETIC MOVEMENT CERTIFIED BY WESTERN ELECTRIC ELECTRONIC TIMER.

regularly at work in CBS, NBC and ABC Network Studios, as well as affiliates and independents throughout the country.

New Color Catalog Now Ready—Write Today!

M. DUCOMMUN COMPANY

SPECIALISTS IN TIMING INSTRUMENTS

580 Fifth Avenue, New York 36 Plaza 7-2540

We are headquarters for STOP-WATCH REPAIRS and SERVICING All makes—prompt service

Gen. Clark Associates With Jefferson Standard

THE ASSOCIATION of Gen. Mark W. Clark, president of The Citadel and former supreme commander of UN forces in the Far East, with the Jefferson Standard Broadcasting Co. [CLOSED CIRCUIT, Nov. 30, 1953], was confirmed last week in an announcement by J. M. Bryan, president of the company.

Gen. Clark becomes a special consultant to the company on international affairs and will serve in an advisory capacity on matters relating to South Carolina educational and cultural affairs, Mr. Bryan said. He said Gen. Clark also has agreed to broadcast over Jefferson Standard radio and television facilities from time to time on public interest subjects.

Mr. Bryan said the arrangement was negotiated by Charles H. Crutchfield, executive vice president and general manager of the company. Jefferson Standard owns WBT - WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C., scheduled to start this summer.

Sun Oil Co. announced that Gen. Clark has been retained as guest commentator on its NBC *Three Star Extra* [AT DEADLINE, March 29].

Irene Anthony, KFI V.P., Dies

FUNERAL services for Irene Kelly Anthony, 66, wife of Earle C. Anthony, owner of KFI Los Angeles, were held last Wednesday in Forest Lawn Memorial Park, Glendale, Calif. Mrs. Anthony, who died March 27 after a heart attack, was a vice president and board member of Earle C. Anthony Inc., licensee, and Packard distributor. A son also survives.

BLAIR PROMOTES EASTMAN, DILCHER

ELECTION of Robert E. Eastman as executive vice president of John Blair & Co. and Charles F. Dilcher as vice president was announced Thursday by John Blair, president of the national station representative firm, following a meeting of the board. The appointments were effective Thursday, 21st anniversary of the company. Mr. Blair also announced that 1953 had been the largest sales year for John Blair & Co. and its associate company, Blair Tv, culminating for the radio company 21 successive years of volume increases.

Mr. Eastman joined the Blair organization in 1943 as a radio salesman, later becoming national sales manager and a vice president. He will continue to serve as national sales manager of Blair & Co. in addition to his new duties as executive vice president.

MR. EASTMAN MR. DILCHER

Mr. Dilcher, newly named vice president, will continue as manager of the Chicago office of the Blair organization, a post he has held for the past two years.

Perley Named Manager Of KYOK Houston

CAL PERLEY, veteran broadcaster, has been appointed manager of KYOK (formerly KATL) Houston. Mr. Perley has had 19 years radio experience and was once manager of KLEE Houston (no longer in operation).

It also was announced that Robert Mabry, formerly with KNUZ-TV Houston, will be KYOK's comercial manager, and Webb Hunt, formerly with KATL, will be program director.

KYOK was purchased more than a month ago by Jules J. Paglin and Stanley W. Ray Jr. It becomes the fourth station to carry their "OK" call.

Frigidaire Success

FRIGIDAIRE used a spot campaign on KELO and KELO-TV Sioux Falls to promote a cooking school in a theatre with such success that at its first session it had to turn away more than 3,000 people because the capacity of the theatre was only 1,000. Frigidaire repeated the show the next day to take care of the overflow. The firm was so pleased with the successful sessions that it is sponsoring a one-hour cooking school show on film on KELO-TV next Sunday at 2 p.m. As a merchandising assist, Red Owl Stores, a local chain of super markets, tied in all the products used on the show.

ITS ADVERTISERS, avers WOWO Fort Wayne, Ind., are largely responsible for the station's increase to 50 kw, and, accordingly, WOWO is passing out merit awards to those who have used WOWO 10 years. Here Eldon Campbell (l), Westinghouse Broadcasting Co. general sales manager, and Bob Faselt (r), Free & Peters account executive, present one to Stan Clark, vice president of Sterling Drug Inc.'s Centaur-Caldwell Division.

WCAU-TV Increases Rates

WCAU-TV Philadelphia has announced general rate increases, effective April 1, to apply to all time categories except class D. This is the first general rate increase since September 1951. The new rate structure calls for a basic class AA rate of $2,400, and an overall increase of 20%.

$75,000 Paid for WGKV; Buyers Identified with WSAZ

ACQUISITION of WGKV Charleston, W. Va., by individuals identified with WSAZ Inc., Huntington, W. Va., for $75,000, was consummated last Thursday, subject to usual FCC approval.

Purchase of the NBC outlet is from Kanawha Valley Broadcasting Co., headed by R. M. and B. W. Venable, principal stockholders and Willard H. Erwin Jr., 30% stockholder. The station, established in 1939, operates on 1490 kc with 250 w. The transaction was arranged through the Blackburn - Hamilton brokerage firm.

Purchasers of the Charleston station are William Birke, vice president of WSAZ-AM-TV, 25%; L. H. Rogers II, vice president and general manager, 20%; E. H. Long, treasurer, 15%; Robert Long, now in the armed forces, 15%; Eugene Katz, president of the Katz Agency, WSAZ-AM-TV national representative, 10%; L. E. Kilpatrick, vice president and technical director, 10%, and Col. J. H. Long, president of WSAZ Inc., 5%.

WGMS to Handle Series For Library of Congress

WGMS Washington has reached agreement with the Library of Congress to handle broadcast distribution of the Library's internationally famous record concert series. The agreement was worked out between M. Robert Rogers, station president, and Harold Spivacke, chief of the Library's music division, with the approval of Verner W. Clapp, acting librarian of Congress.

Under the plan, WGMS will distribute the programs to stations by several means: Network lines, fm relay between stations and delayed broadcast by high fidelity tape transcriptions. WGMS is authorized to recover its costs in providing the service and participating stations will pay a fee of from $5 to $20 per program depending upon the size of the market. The programs last about 90 minutes and include as an intermission feature a round-table discussion on a literary subject moderated by the Library of Congress.

Since 1948, WGMS, known as the Good Music Station, has broadcast all of the Library's concerts in their entirety, and in December 1951 the station started to feed the concerts as a public service to an east coast network.

In February, WGMS began to identify the Library broadcasts as a noncommercial service of their new fm network, known as the Good Music Network. Immediately requests came to the station from all parts of the country asking if they could participate in the service. Mr. Rogers then proposed the new distribution plan.

STATION SHORTS

KSL-TV Salt Lake City announces the installation of a United Press facsimile machine in its newsroom, claiming it to be the farthest one West and the only such machine operating West of the Rockies.

KLZ Denver, Colo., moves to new building at 131 Speer Blvd., that city.

WTVP Decatur, Ill., announces rate increase effective April 15th, which raises from $200 to $250 one-time class A rate.

. . . keeps viewers tuned to

KMJ-TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

NBC AWAITS SPONSOR BEFORE TESTING CONTROVERSIAL MINUTE-SPOTS PLAN

Network is scheduled to begin the idea this week, but member stations haven't indicated they'll accept. Swezey, affiliates committee chief, says 80% have endorsed the plan—but this statement, too, is controversial, according to spokesmen for the network.

THE SUCCESS of NBC in winning acceptance of its plan for selling one-minute announcements in network radio programs, tentatively scheduled to start this week [B•T, March 1, et seq.], comes up to the target date still undetermined.

Network officials said they would not solicit affiliate approval until they have made a sale under the plan, which they had not done as of last Thursday. When a sale is made, they said, stations will be asked to clear it and thus will make their reactions known.

On the other hand, Robert D. Swezey of WDSU New Orleans, chairman of the NBC Radio Affiliates Committee and leader of a subcommittee which endorsed the plan, wrote stations that NBC sources had told him "that over 80% of the affiliates have already accepted" it.

NBC spokesmen explained this seeming contradiction as either a misunderstanding or perhaps a reference to informal discussions which network authorities undoubtedly have held with some stations individually to appraise the plan's prospects. They reiterated that affiliates have been informed about the plan but have not been asked to indicate acceptance or rejection.

Mr. Swezey's statement was contained in a letter, made public last week, which he sent to stations to report that he had received seven requests for a general meeting of affiliates to discuss the spot-announcement proposal but that "in the circumstances" he saw no justification for such a session—that indeed, he thought affiliates should engage themselves in "hard thinking" about a more fundamental problem.

While there is "no reason why any group of affiliates cannot meet and discuss the immediate proposal or any other matters of mutual interest," he said it seemed to him that "there is at the moment less need for congregation than for cerebration." He said he considered the network participation proposal "merely one small facet of a much larger question" that he asked the affiliates individually to ponder and submit suggestions on.

That question:

"What major changes will occur in the radio industry within the next few years and what steps can we as network affiliates take to assure ourselves and our network strong competitive positions in the changing pattern of the industry?"

Affiliate views on that question, if submitted to the affiliates committee, might well result in "some concrete proposals for thorough consideration by a general meeting of the affiliates and possible recommendations to the network officials," Mr. Swezey wrote.

Nevertheless, protests against the spot-announcement plan continued to be heard, with reports that affiliates in at least 15 major markets have made up their minds to reject it even though it carries the blessing of most members of the seven-man group, headed by Mr. Swezey, who discussed it with NBC officials in advance.

Hanna Opposes Plan

One member of that subcommittee who has openly opposed it is Robert Hanna of WGY Schenectady, who branded it "another . . . short-range expediency" measure that "cannot begin to solve the network's financial problems" and will lead to "a weakening of the stations and consequently of the network and the radio medium as a whole" [B•T, March 8].

The proposal provides that NBC may sell one-minute participations in certain programs—not more than four programs in addition to its present *Weekend* (Sun., 4-6 p.m.), *Road Show* (Sat., 2-6 p.m.), *Big Preview* (Sat., 7:30-9:30 p.m.), and the three quarter-hour strips that constitute the "Three Plan."

Last week NBC designated one of the additional programs that will come under the plan. It is a new Sunday night show that will start April 18 and feature Dave Garroway, and will be heard at 8-10 p.m. An advertiser may buy one or more participations in this program at $2,000 gross for time and talent per participation, and 16 such participations will be available in each two-hour period.

The program probably will include taped excerpts from NBC-TV's early-morning *Today* program, which also features Mr. Garroway, but will also have new material, records, news, etc.

Meanwhile, NBC announced last week that it had just signed Carter Products to the longest contract yet placed on the "Three Plan," but officials said the contract did not come under the participation proposal which is in controversy. Carter Products signed on a 52-week basis for one participation per week in each of the three "Three Plan" strips involved—*Second Chance* (11:45 a.m. to noon); *Fibber McGee and Molly* (10:-10:15 p.m.), and *It Pays to Be Married* (5:45-6 p.m.).

A distinguishing feature of the sales format for "Three Plan" is that its advertisers have been required to buy at least three participations per week, whereas in the other participation programs they may buy as few as one.

Mr. Swezey told B•T he had been informed by NBC "that 80% of affiliates had indicated apparent willingness to go along with the spot plan."

No Oratory Contest

"What happens next?" Mr. Swezey asked. "I have no reluctance to call a meeting. But I have no interest whatever in summoning an oratorical contest or gripe session. Can anybody offer any ideas?"

Text of Mr. Swezey's letter to affiliates follows:

At this writing I have received seven requests that a general meeting of the entire NBC radio affiliates group be held to consider the NBC network participation proposal which was the subject-matter of your Affiliates Committee report of Feb. 24, and Mr. William Fineshriber's letter of March 5.

I understand from NBC that over 80% of the affiliates have already accepted the plan. In the circumstances, it seems apparent that your Committee would not be justified in calling a general meeting of the affiliates, particularly in view of the inconvenience and expense involved.

There is, of course, no reason why any group of affiliates cannot meet and discuss the immediate proposal or any other matters of mutual interest; freedom of assembly, thank God, is still one of our Constitutional privileges. It seems to me, however, that there is at the moment less need for congregation than for cerebration.

The network participation proposal is merely one small facet of a much larger question which lends itself to this simple division: (1) what major changes will occur in the radio industry within the next few years; and (2) what steps can we, as network affiliates, take to assure ourselves and our network a strong competitive position in the changing pattern of the industry.

This dichotomy will find no solution in meeting, emoting, talking, and resolving. The solution lies in hard thinking—a solitary and distasteful task.

May I respectfully suggest that each one of us interested constitute himself a committee of one to study the question proposed above, and that he send forward to the Affiliates Committee a memorandum of his reasoning and conclusions. Your Committee can then analyze and integrate the suggestions, and may well end up with some concrete proposals for thorough consideration by a general meeting of the affiliates and possible recommendation to the network officials.

In the meantime, I am still confident, as I said in a previous letter, that nothing NBC can be reasonably expected to do under its participation proposal can have any harmful effect upon our business or our medium.

IN THE HEART OF FLORIDA

WHOO Inc.

ORLANDO

10,000 Watts

990 on the Dial

AN EDWARD LAMB ENTERPRISE

ANNOUNCES

EFFECTIVE APRIL 1, 1954

OUR NEW

SALES REPRESENTATIVES

ARE

FORJOE, INC.

29 West 57th Street, N. Y.

IF YOU GIVE A WHOOT ABOUT VALUE

BUY THE TOP VALUE OF THE NATION'S VACATIONLAND

WHOO—ORLANDO, FLA.

Color Interconnection Dates Given by NBC's Shelby

SCHEDULE of color tv interconnections, promised by AT&T, was made known last week by Robert E. Shelby, NBC director of color tv systems development.

Following cities are due to be color-interconnected on date listed:

April 1, Fresno, Calif.; Apri 15, Providence, Boston; May 1, Kansas City, Oklahoma City, Fort Worth, Dallas, Tulsa, Okla.; June 1, Jacksonville, Fla., and Miami; June 15, Syracuse, Utica, N. Y., Schenectady, N. Y., Dayton, Ohio, Columbus, Ohio, Huntington, W. Va.; July 1, Houston, San Antonio; July 15, Winston-Salem, N. C., Atlanta, Memphis, New Orleans, Jackson, Miss.; Aug. 1, Louisville, and Grand Rapids, Mich.; Fort Lauderdale, Fla.

Mr. Shelby made the announcement at a news conference prior to NBC's Washington pickup of its *Home* show in color March 31.

Barry Wood, executive NBC producer for color, said that the network would begin charging for color telecasts this fall. He also said that on May 9, all of NBC's major live programs, with some exceptions, will have been colorcast at least once. Production costs for

color programs have been about what was expected, Mr. Wood said, about 25% above black-and-white outlays. However, he pointed out, as producers, directors and scene designers become more skilled in color work, that figure will come down somewhat.

Among the 90-minute color "spectaculars" which are due to be presented beginning this fall [B•T, March 29] will be the closing night of the Barnum & Bailey circus in New York, Mr. Wood said. He also said the "spectaculars" would run every fourth week on Mondays from 8 to 9:30 p.m., and Saturdays from 9 to 10:30 p.m.

WLS on ABC Fulltime After Merger with WENR

Chicago station promises programs of both WLS and WENR stars, ABC Radio and new features. It will air news and weather reports every hour.

WLS Chicago last Thursday became a fulltime affiliate of ABC Radio on 890 kc, amid salutes from network programs and WBKB (TV) Chicago, ABC o&o outlet.

Using the identification, "the new fulltime WLS, your *Prairie Farmer* station," WLS promised readers, in full-page newspaper ads, leading stars of WLS and WENR, with which it previously had shared time, and of ABC Radio, as well as new features. It plans to stress news, and weather reports every hour on the half-hour, as well as its traditional farm programming format. It will sign on at 5 a.m. weekdays and 6:30 on Sundays, signing off at midnight.

Among the programs welcoming the station as a full timer were *The Jack Berch Show*, Bill Stern's sports review, *Captain Starr, Three City Byline* and *Turner Calling*. WBKB also contributed greetings and short salutes throughout the day.

WLS is carrying about three or four hours of ABC Radio shows each weekday, including the network's block of morning serials after the traditional *Breakfast Club*. These include *My True Story, Whispering Streets, Modern Romances, When a Girl Marries*, and *Ever Since Eve*. Familiar ABC features will number Walter Winchell, *Town Meeting of the Air*, The Metropolitan Opera, *The Adventures of Ozzie & Harriet* and *The Greatest Story Ever Told*.

WLS will carry Ulmer Turner and Paul Harvey, two former WENR newscasters, but some WENR programs were dropped. Only three persons, including Arthur Harre, former WENR manager and new second vice president of WLS, and salesman John Norman, moved to WLS.

The station reported Thursday it is completely sold out after 8:30 p.m. weekdays, with Polk Bros. having bought a 10:30-12 midnight strip for its *Western Jamboree*. Another program, *Country Junction*, will fill the evening hours. WLS artists will blanket the 2-5 p.m. period.

WLS expects to report its plans at a luncheon in the Sheraton Hotel today (Monday).

The WLS-WENR merger was announced in February and approved by the FCC, with a new corporation emerging as WLS Inc. in March [B•T, March 15, Feb. 8].

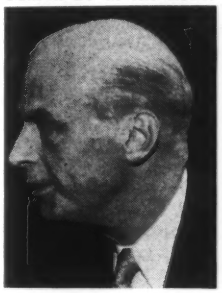
AT&T Adds Tv Service

WTRI (TV) Schenectady and WSLI-TV Jackson, Miss., have been connected to the AT&T nationwide network of tv facilities, making tv network program service available to 287 stations in 182 cities, AT&T reported last week.

HARRY KOPF DIES; NBC CHICAGO V.P.

FUNERAL services were held last Tuesday for Harry C. Kopf, 51, vice president and general manager of NBC o&o WMAQ and WNBQ (TV) Chicago and 25-year veteran with that network.

Mr. Kopf was stricken with a heart attack late on the evening of March 26 at the home of Mr. and Mrs. Rolla Pribble, his sister and brother-in-law. Funeral services were conducted at Hebblewaite Funeral Home in Evanston, Ill., with interment at Oak Woods Cemetery.



MR. KOPF

A native of Shawneetown, Ill., where he was born Dec. 26, 1902, Mr. Kopf joined the NBC Chicago sales staff in 1931. He was appointed NBC Central Division sales manager in 1939 and became general division manager the following year. He was elected a vice president of NBC in 1941 and transferred to New York in 1946 as vice president in charge of sales.

In 1950 Mr. Kopf returned to Chicago as vice president in charge of WMAQ and WNBQ and through the years was credited with keeping both outlets in the forefront of broadcasting. WNBQ achieved stature as one of the most successful tv operations in the country, under his administration, winning prominence as originating station for many NBC-TV shows.

Mr. Kopf also was recognized as one of the leading radio-tv sales executives in the industry, working closely with such advertisers as General Mills, Procter & Gamble, Woodbury, Andrew Jergens Co., and Brown & Williamson Tobacco Co., among others.

Mr. Kopf attended school in Chicago, including the U. of Illinois where he majored in advertising and sales and received a B.S. degree. He joined the old *Chicago Herald-Examiner* in local advertising display and later was sales-advertising representative of *System* magazine and the *Literary Digest*.

Mr. Kopf is survived by a brother, John, and sister.

Lowe to Head DTN News, Public Affairs Department

REORGANIZATION of the News and Public Affairs Department of the DuMont Television Network was announced last week by James L. Caddigan, director of programming, with David Lowe, producer-director, appointed acting manager of the department.

Mr. Caddigan said the department will cover the entire field of public affairs, news and special events, excluding sports programs. He said the move is designed to increase live coverage of special events and news by the network, and added that the regular schedule of news shows four times a day will continue.

On Mr. Lowe's staff will be Cameron Cornell, news editor; William Dalzell, staff writer, and Ann Powell, who will handle scheduling of public service announcements.

On the Avenue

NBC-TV will colorcast the New York Easter Parade from 12 noon-1 p.m. EST on Easter Sunday, but not from "traditional" Fifth Avenue. The telecast will originate at the Waldorf-Astoria Hotel, with pick-ups from the lobby and from Park Avenue. None of the networks plan to telecast from Fifth Avenue this year, although spokesmen for ABC-TV, CBS-TV and DuMont reported plans for special Easter programming.

NBC-TV Adds Three New Affiliations

AFFILIATION of WALB-TV Albany, Ga., and KFBC-TV Cheyenne, Wyo., with NBC-TV was announced last week by Harry Bannister, NBC vice president in charge of station relations. WALB-TV (ch. 10) is owned by the Herald Pub. Co. KFBC (TV) (ch. 5) is owned by Frontier Broadcasting Co.

WTTV (TV) Bloomington, Ind., will become NBC-TV's primary outlet for the Bloomington-Indianapolis-Terre Haute markets, effective July 1, replacing WFBM-TV Indianapolis in the NBC-TV lineup, Mr. Bannister said.

WTTV (TV), which recently switched operations from ch. 10 to ch. 4, operates with full 100 kw power from a new 1,000-foot tower at Cloverdale, Ind.

SELL THE
"Golden Market"
1/10 OF AMERICA'S NEGRO POPULATION
WDIA--
50,000 WATTS

Here is a new "golden market" of 1,466,618 negroes! 37% of the total area population . . . one-tenth of the entire negro population of America! And it can't be reached except with WDIA, the first and only 50,000 watt station to broadcast exclusively to the rich negro market.

TOP HOOPER AND PULSE RATED STATION IN THE MEMPHIS MARKET!

WDIA—MEMPHIS, TENN.

REPRESENTED BY
JOHN E. PEARSON CO.,
DORA-CLAYTON AGENCY, SOUTHEAST.

CBS INC. REPORTS '53 WAS BEST YEAR, WITH EXPANSION IN ALL DIVISIONS

Company's revenue reached $313 million while net income hit $8.8 million. Chairman Paley and President Stanton cite three developments affecting the future: tv station growth, color tv and high-fidelity. They express confidence in 1954 CBS and industry outlook.

WITH EACH of its operating units increasing its sales volume over the preceding year, CBS Inc. enjoyed "the most successful year" in its history in 1953 and looks for "continuing growth" in 1954, Board Chairman William S. Paley and President Frank Stanton said last week in the annual report to stockholders.

They said gross revenues and sales reached a record $313,908,800, up 24.8% from 1952, while consolidated net income, also at a new high, totaled $8,894,642 ($3.80 a share) as against $6,445,506 ($2.75 a share) for the preceding year.

The report covered the activities of CBS Radio, CBS Television, Columbia Records Inc., CBS-Hytron, CBS-Columbia, and CBS Labs—with individual reports by respective heads of these units—and also pointed out that CBS International has been established as a new division which will handle export sales of products of the company's manufacturing units.

Three Important Events

Messrs. Paley and Stanton cited "three extremely important events [of 1953] affecting the company's future growth": (1) tv station expansion which saw 228 stations commence operations during the year; (2) FCC approval of NTSC compatible color standards, and (3) "an amazing wave of enthusiasm for high fidelity reproduction of phonograph records" that "swept the country and reached unpredicted proportions."

Referring to these developments and surveying the outlook for 1954, Chairman Paley and President Stanton said:

"We wish to express our great confidence in the strength and soundness of the country's economy and in the continuing growth of our industry, and of CBS. . . .

"It is tempered only by the uncertainties as to the speed of color television's growth and its effect on the sales of black and white receiving sets. In addition, overhead costs are still rising and the development expenses of introducing color television will inevitably be abnormally high. We are confident, however, that these can be brought into balance within a reasonable time and that color television will over the long term prove to be an additional and substantial asset to our business."

In his summary, President Adrian Murphy of CBS Radio said this division in 1953 "sold more units of time than in 1952 and also had a 5% greater dollar volume of sales. For the full year its advantage over its nearest competitor in dollar volume was 38%, compared with 24% the year before. The demand for daytime availabilities on the CBS Radio Network continued to exceed the supply, and the network was completely sold out from Monday through Friday."

Mr. Murphy noted that three leading advertisers returned to nighttime CBS Radio during 1953—Manhattan Soap Co., Toni Co., and Longines-Wittnauer Watch Co.—and that General Electric Co. expanded its time on the network from one nighttime half-hour to two.

Reviewing CBS Radio's programming, Mr. Murphy said that "for the entire year, the network attracted larger program audiences than any other network, averaging 18% more homes at night, 17% more during the daytime hours. In every nation-wide audience report CBS Radio had more of the most popular programs and personalities than all other networks combined."

Number of CBS Radio affiliates grew from 215 to 219.

CBS Television President J. L. Van Volkenburg said in his summary that "advertisers' use of television made 1953 the biggest year in the history of broadcasting, and more of their funds were invested on CBS Television than on any other network.

"CBS Television showed the greatest increase in dollar volume, a gain of more than $28 million over 1952. This was a 41% rate of increase compared with 22%, 16%, and 15% for the other networks.

"There was another significant testimonial to the network's advertising effectiveness. It was the continuity of its sponsors' schedules. Only three of CBS Television's 98 advertisers during 1953 interrupted their sponsorship during the summer—and these were for special reasons."

Reviewing CBS-TV program developments during the year, Mr. Van Volkenburg said the network "continued to concentrate its greatest energies in creative network programming, and further increased the nation's preference for its shows and performers."

Color programming during 1954 will be expanded from the current weekly schedule, will include colorcasts of sponsored programs from New York, and, later in the year, will include network originations from CBS' Television City in Hollywood, Mr. Van Volkenburg reported. He pointed out that CBS-TV has acquired the RKO 81st Street Theatre in New York for color studios in addition to the existing color studio at CBS headquarters, and 10,000 square feet of Television City is being converted for color in Hollywood.

During 1953, the summary noted, CBS-TV's interconnected group of affiliates grew from 66 to 113, while the total network increased from 74 stations to 157.

Record Sales Upsurge

James B. Conkling, president of Columbia Records Inc., called attention not only to the upsurge in record sales, but to CRI's first full year in the phonograph business and the public response to its high-fidelity "360" phonograph, plus completion of plans for "the most extensive and revolutionary manufacturing program in the history of the record industry."

Charles F. Stromeyer, who has succeeded Bruce A. Coffin as president of CBS-Hytron, the CBS tube division, cited that unit's introduction of the CBS-Colortron, a tri-color tube whose outstanding features were described as "its simple design, its lower cost, and its readier adaptability to mass production in large sizes." He said industry acceptance was "enthusiastic," that mass production was scheduled to start in March, and that "as soon as tooling is completed, the CBS-Colortron will be produced in a substantially larger size."

Summarizing other activities of CBS-Hytron, Mr. Stromeyer said "ground was broken for a huge new picture plant at Kalamazoo, Mich. A new transistor plant was opened at Lowell,

Mass. Sales in dollars were 28% higher than for the preceding year."

Seymour Mintz, who has succeeded David H. Cogan as president of CBS-Columbia, set-manufacturing division, said sales of CBS-Columbia tv receivers "increased in 1953 by 30%, compared to the industry's increase of 11%." He also called attention to the introduction of the Columbia "360" sound system into many models of its tv line; its work on color sets; its expanded sales program, and the opening of its new plant at Long Island City.

Peter C. Goldmark, president of CBS Labs, said major accomplishments of that division in 1953 "covered the fields of NTSC color television studio equipment, home color receivers, color tubes and phonographs." The Labs developed the Chromacoder system which "provides simplification in the operation of color television studio equipment and permits greater economies in operation," and also, among other developments, designed and built a color film pickup device operating on FCC-approved standards.

RCA COLOR STRIPE UNIT READY SOON

Local tv stations equipped with new generator will aid servicemen in adjusting color sets. The Stripe is barely discernible in monochrome.

RCA's color stripe generator, for use by tv stations equipped for color in broadcasting a narrow marginal green-yellow stripe to aid servicemen in checking on the operation of color receivers [B•T, March 22], will be available on or about May 15 at a price of approximately $500, E. C. Cahill, president, RCA Service Co., said Thursday at a trade news conference in New York.

Demonstration of the equipment revealed that in the home color set it produces a thin green-yellow stripe along the right hand side of the picture, which was noticeable but not disturbing to viewers if it is on during reception of a black-and-white telecast. On a monochrome receiver, the stripe shows up in pale gray, scarcely observable. Mr. Cahill reported that extended tests in Baltimore and New York had failed to evoke a single comment from the viewing public.

RCA's proposal, however, is that the color test generator be used only during station breaks, at 15-minute or half-hour intervals.

Because good reception from one station does not insure good reception from all, every station that is equipped to broadcast network or local programs in color should add a color stripe generator to its basic color equipment, Mr. Cahill said. This generator will also serve as a continual check on the quality of the station's color signal, he noted, and perhaps give warning of set trouble in time for it to be corrected in advance of the station's next scheduled colorcast.

Also demonstrated at the conference were a portable dot-bar generator for making convergence adjustments in the receiver, a color bar generator to produce multiple color patterns on the receiver screen and a five-inch dual-band width oscilloscope for observing the color-burst signal and checking the operation of the color-burst circuit. The dot-bar generator will be priced at about $150, the color bar generator at about $250 and the oscilloscope at about $400. All will be available in about 60 days.

The idea of transmitting regular periodic color test signals such as the green stripe produced by the RCA device has been informally approved by the service committee of RETMA and by a group of observers from NARTB, RCA reported. The FCC, following a demonstration, noted that the test bar is "not objectionable" on black-and-white sets and stated that the proposed transmissions do not violate any of the Commission's rules.

WFIG Sumter, S. C., observing its 14th anniversary, signs with Gates Radio Co. to increase power from 250 w to 1 kw with a three-tower array. Signing, F. B. Creech Sr., WFIG Inc. president. Others (l to r): Dick Spruill, Gates sales engineer; F. B. Creech Jr., commercial manager, and Doug Youngblood, general manager.

DuMont Distributors Become Incorporated

ESTABLISHMENT of the factory-owned distributorships of Allen B. DuMont Labs in New York, New Jersey, Florida, Illinois and Indiana as separate corporations was announced Thursday by Dr. Allen B. DuMont, president of the parent organization, who also will act as president of the new Florida corporation. Charles H. Coombe, who joined the organization earlier this year, becomes vice president and general manager of DuMont Florida.

Philip P. Geth, manager of the DuMont New York factory branch since last October, is president of DuMont New York. B. L. Graham is treasurer; Edwin A. Falk, secretary, and George Etkin, assistant secretary.

Irving Sarlin, who joined DuMont as New Jersey distributing branch manager early in 1952, will be president of DuMont New Jersey, with Messrs. Graham, Falk and Etkin holding the same posts as they do with DuMont New York.

William H. Kelley, vice president of DuMont Labs in charge of marketing, has been made president of DuMont Illinois and DuMont Indiana. H. Joseph Sarlin becomes vice president of DuMont Illinois.

Emerson '54 Tv Sales Up

EMERSON Radio & Phonograph Corp., New York, announced last week that sales of television receivers during February were 14% higher than in January and that combined sales for January-February showed an increase of 31%

new Holmes "TP" television projectors
Gates offers for immediate delivery the new series TP Holmes TV projector — brand new design throughout. New positive drive to assure wow free performance even with small 100′ reels and short leaders.
Complete unit includes 2″ lens, (2) 1000 watt lamps, preamplifier, 1600′ reel, spare exciter lamp and 3-point pedestal — ready to produce the finest picture and sound you have ever experienced.
Price complete F.O.B. Quincy, Illinois ... $2385.00.
Immediate delivery.
GATES
GATES RADIO COMPANY
QUINCY, ILL. U.S.A.
Manufacturing Engineers Since 1922
Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St
Atlanta, 13th & Spring Sts
Montreal, Canadian Marconi Co.

over the comparable period of 1953.

The increase in sales was attributed by S. W. Gross, vice president in charge of sales, to the heavy concentration by the company on production of low-cost table models and to the introduction of color. He noted that Benjamin Abrams, Emerson president, frequently had voiced the opinion that when high-priced color tv sets were compared by the public with low-cost black-and-white receivers with large screens, sales of black-and-white sets would increase.

Skinner Named V. P. For Philco Tv Division

JAMES M. SKINNER Jr., for the past two years vice president in charge of distribution for Philco Corp., has been appointed vice president of Philco's Television Division, Frederick D. Ogilby, division vice president - general manager, said last week.

MR. SKINNER

Mr. Ogilby said Mr. Skinner has become known throughout the industry for his direction of Philco's distributor - dealer organization and that in his new position, Mr. Skinner will help coordinate all activities of the Television Division, including product planning, manufacturing, engineering, advertising, sales promotion and sales.

DeForest Discloses Patents On Color Tube, Tape System

PATENTS for a tv color tube and a video tape recording system have been applied for by Dr. Lee DeForest, pioneer in technical development of present-day radio and television, he revealed to B•T last week.

The DeForest color tube utilizes an NTSC tube chassis and signal, conforming to adopted standards, but would transmit colors directly onto a fluorescent screen, not through a plate as in the present RCA tube, he said.

Manufacture of the DeForest tube would be "much cheaper," he stated. He explained his tube uses only one gun and directs light beams in sequence from one color to another in the form of straight lines over the face of the tube. Main feature is the use of deflecting magnets and tubes to separate beams into criss-crossing, rather than parallel switching lines, rotating the beam as it travels.

The inventor said ruling lines on the face of a tube was a much simplier, thus less expensive, process than present practice of painstakingly setting down and lining up dots.

Dr. DeForest's video tape recording system, covered by a patent application dated last April, utilizes sprocket-driven 35 mm tape. Advantage of the wider tape is a much lower footage-per-second use rate, he said.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
Community Service Radio Corp., Chadron, Nebr.	250 w	am	new station
WAFC Staunton, Va.	1 kw	am	new station
General Electric Co.			
KALB-TV Alexandria, La.	5 kw	tv (ch. 5)	new station
KPLC-TV Lake Charles, La.	5 kw	tv (ch. 7)	new station
KDRO-TV Sedalia, Mo.	5 kw	tv (ch. 6)	new station

DuMont Labs Promotes Bayer

LEONARD A. BAYER, engaged in work on commercial tv equipment, industrial color tv systems and government radar projects for Allen B. DuMont Labs since 1946, has been named manager of the product engineering department of DuMont's Communication Products Div., which manufactures tv studio and transmitting equipment, industrial tv systems, and two-way mobile radio communication systems. He has been in the engineering field 18 years, including 12 in tv and radio.

MR. BAYER

MANUFACTURING SHORTS

Stephens Manufacturing Corp., Culver City, Calif., announces production of a new 12-inch coaxial speaker identified as 12AX. It has a nominal impedance of 12 ohms with power capacity 20 w.

Graybar Electric Co., N. Y., has concluded agreement with Magne-Tronics Inc., N. Y., for national distribution rights to Magne-Tronics' long-playing pre-recorded tape for use on tape reproducing equipment as background music in hotels, restaurants, banks, factories and supermarkets. Magne-Tronics is a musical library company headed by **Percy L. Deutsch,** a veteran in the phonograph, recording and music fields.

Sylvania Electric Products Inc. announced that it had notified its regional managers, district managers, salesmen and distributors that prices on its tv picture tubes would be reduced across-the-board 10% to 15% at the retail level. The price reduction was adopted, a spokesman said, to "establish some stability in the fast-moving and faster-changing electronics industry."

Gray Research & Development Co., Hartford, Conn, last week announced production of an improved Gray 3-B single lens Telojector for projection of standard 35mm transparent slides by tv stations. A spokesman said that by means of a push-button operation, either locally or at a remote location, the new unit can provide uninterrupted sequence in tv commercials, news photographs and station break signals.

Amplifier Corp. of America, N. Y., announces The Magnemite 610A long playing battery operated portable tape recorder, bringing to six the number of self-powered recorder models in the Magnemite series designed for all types of field recording. Complete technical specifications and prices may be obtained by writing to the company at 398 Broadway, New York 13.

General Instrument Corp., Elizabeth, N. J., has announced a new combination all-channel vhf-uhf tuner which it describes as "smaller, lower-priced, higher in performance and more adaptable than any previous model." Tooling has been completed and production scheduled to start in early April.

Phaestron Co., South Pasadena, Calif., announces complete line of custom panel instruments (non-ruggedized and non-sealed) for applications not subject to extreme shock. Custom metal-cased instruments, both bevel and round shaped, meet JAN-1-6 and MIL-M-6A specifications, incorporating same basic movement as ruggedized instruments, except for shock mounts.

FOR THE RECORD

Guests Attending Testimonial Dinner for Judge Justin Miller, Retiring Chairman of NARTB

(See story on page 43)

Adams, Mr. Ernest, WHIO-TV Dayton; Adelson, Mr. William; Agronsky, Mr. & Mrs. Martin, ABC; Akers, Mr. Floyd, Capitol Cadillac-Oldsmobile Co.; Albertson, Mr. Fred W., attorney; Allerton, Mr. & Mrs. Richard M., NARTB; Anderson, Mr. Ray, office of Sen. Potter; Anderson, Mr. Robert N., Dept. of Justice; Andrews, Rep. George W. (D-Ala.); Arness, Mr. John P.; Arney, Mr. & Mrs. C. E. Jr., NARTB; Arnoux, Mr. & Mrs. Campbell, WTAR Norfolk, Va.; Arries, Mr. Leslie G., WTTG (TV) Washington; Atlas, Ben, Billboard, Tide.

Baker, Mr. Gladden; Baker, Mr. Warren E., FCC general counsel; Ball, Mr. & Mrs. Frederic, attorney; Banks, Mr. Charles R.; Bannister, Mr. Harry, NBC; Barnes, Asst. Atty. Gen. & Mrs. Stanley, Dept. of Justice; Barr, Mr. & Mrs. James, FCC; Bartley, Comr. & Mrs. Robert T., FCC; Bassett, Mr. James, Republican National Committee; Battison, Mr. & Mrs. John Henry, Capitol Radio Engineering Institute; Baudino, Mr. & Mrs. J. E., Westinghouse Broadcasting Co.; Beatty, Mr. & Mrs. Frank, Broadcasting • Telecasting; Beckman, Mr. Alfred, ABC; Bell, Mr. & Mrs. Howard H., NARTB; Belshe, Colonel & Mrs. Tom; Bergmann, Mr. Ted, DuMont Tv Net-

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These two network stations serve adjacent markets, are owned by the same company. In addition certain television options for minority stock go with the deal. Properties make good money—can make more. Possible to buy station separately. Financing can be arranged.

FULLTIME LOW-FREQUENCY REGIONAL
$175,000.00

Due to television consolidation this profitable regional must be sold under duopoly regulations. Valuable real estate—beautiful installation—well operated. Money-maker. Number One station in field of three. Action required on this station—some terms.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

work; Berkeley, Mr. Kenneth, WMAL Washington; Bergson, Mr. Philip, attorney; Blackburn, Mr. & Mrs. James W., Blackburn & Hamilton; Blair, Mr. John, John Blair & Co.; Blume, Mr. Jack, attorney; Boggs, Rep. & Mrs. Hale (D-La.); Boice, Mr. & Mrs. Hugh, WEMP Milwaukee; Booth, Mr. Robert M., attorney; Bowry, Mr. Walter A. Jr., WMBG Richmond; Brandt, Mr. Otto, KING Seattle; Brenner, Joseph, attorney, Los Angeles; Bricker, Sen. & Mrs. John W. (R-Ohio); Bronson, Mr. Edward H., NARTB; Brooks, Mr. & Mrs. Leon R., CBS; Brown, Rep. Clarence J. (R-Ohio); Brown, Mr. Thad H. Jr., NARTB; Brown, Mr. Walter, WSPA Spartanburg, S. C.; Bullitt, Mrs. A. Scott, KING Seattle; Burke, Mr. Frank, Radio & Tv Daily; Burris, Col. & Mrs. Howard L.; Butler, Sen. Hugh (R-Neb.).

Cadel, Mr. Robert, Television Digest; Cadison, Mr. Leo, Dept. of Justice; Caley, Mr. Charles C., WMBD Peoria, Ill.; Campbell, Mr. Martin, WFAA Dallas; Capehart, Sen. Homer E., (R-Ind); Carlson, Sen. Frank, (R-Kan.); Carr, Mr. John P., attorney; Carter, Mr. & Mrs. Kenneth L., WAAM (TV) Baltimore; Casey, Mr. Francis L. Jr.; Cayton, Judge Nathan, D. C. Municipal Court of Appeals; Chambers, Mr. James F., WHOL Allentown, Pa.; Church, Mr. & Mrs. Abiah A., NARTB; Church, Mr. & Mrs. Arthur B., KMBC Kansas City; Church, Mr. Arthur B. Jr., KMBC Kansas City; Clark, Assoc. Justice & Mrs. Tom C., U. S. Supreme Court; Clements, Sen. Earle C., (D-Ky.); Clinton, Mr. & Mrs. George, WPAR Parkersburg, W. Va.; Clipp, Mr. Roger W., WFIL Philadelphia; Codel, Mr. Martin, Television Digest; Coe, Mr. Robert, DuMont Television Network; Cohen, Mr. Lester, attorney; Cohn, Mr. & Mrs. David, Budget Bureau; Cohn, Mrs. Marcus; Cooper, Sen. John S., (R-Ky.); Cordon, Sen. & Mrs. Guy (R-Ore.); Courson, Mr. & Mrs. LaRue NARTB; Craven, Mr. T. A. M., consultant.

Davis, Rep. & Mrs. Clifford, (D-Tenn.); Davis, Rep. James C., (D-Ga.); Dewicki, Mr. John; Dinwoodey, Mr. Dean, Bureau of National Affairs; Doerfer, Comr. & Mrs. John C., FCC; Doherty, Mr. Richard P., consultant; Dougherty, Mr. Thomas J.; Douglas, Sen. Paul H., (D-Ill.); Dowd, Mr. & Mrs. Thomas N., attorney; Dravenstadt, Mr. & Mrs. Lowell.

Eagan, Mr. & Mrs. R. Russell, attorney; Elder, Mr. & Mrs. Oscar, NARTB; Ellender, Sen. Allen J., (D.-La); Ellsworth, Rep. & Mrs. Harris, (R-Ore.); Elmer, Mr. & Mrs. John, WCBM Baltimore; Eppley, Miss Evelyn, FCC; Ervin, Mr. & Mrs. Thomas; Ewing, Captain & Mrs. John L.

Fay, Mr. William, WHAM Rochester; Fellows, Mr. & Mrs. Harold E., NARTB; Ferguson, Sen. Homer, (R-Mich.); Fetzer, Mr. and Mrs. John E., WKZO Kalamazoo; Fineshriber, Mr. & Mrs. William, NBC; Flanagan, Mr. Tom, Station Representatives Assn.; Fletcher, Mr. Frank U., attorney; Fletcher, Mr. Stephen H., attorney; Forrester, Rep. E. L., (D-Ga.); Fruth, Miss Helen, NARTB.

Gableman, Mrs. Cyprianna; Gallagher, Mr. & Mrs. Bernard, U. S. Supreme Court; Gamble, Mr. & Mrs. Frederic R., American Assn. of Advertising Agencies; Gambrell, Mr. Barmore; Gammons, Mr. & Mrs. Earl, CBS; Godwin, Mr. Charles, ABC; Gormley, Mr. Robert J., NARTB; Gould, Mrs. Dorothy R.; **Gould, Mr. Lester L.,** WJNC Jacksonville, N. C.; Graves, Mr. & Mrs. Walter, NARTB; Greenebaum, Mr. Milton, WSAM Saginaw, Mich.; Gregory, Rep. Noble J., (R-Ky.); Haley, Mr. & Mrs. Andrew, attorney; Hall, Miss Gladys, Broadcasting • Telecasting; Hanna, Mr. Michael R., WHCU Ithaca, N. Y.; Hardy, Hon. & Mrs. Porter; Hardy, Mr. & Mrs. Ralph W., NARTB; Harris, Mr. Stanley S.; Harris, Mr. W. C. Jr.; Hartenbower, Mr. E. K., KCMO Kansas City; Havens, Mr. Wilbur M., WMBG Richmond, Va.; Haverlin, Mr. Carl, BMI; Hedges, Mr. & Mrs. William, NBC; Heffernan, Mr. Joseph V., NBC; Heinecke, Miss Alice, SESAC; Hennessey, Mr. & Mrs. Philip J., attorney; Hennock, Comr. Frieda B., FCC; Henry, Mr. & Mrs. William, NBC; Herman, Mr. & Mrs. A. M.; Higgins, Mr. George J., KMBC Kansas City; Hinckley, Mr. Robert H., ABC; Holles, Mr. Everett, MBS; Hollister, Mr. Herb, KCOL Fort Collins, Colo.; Hough, Mr. & Mrs. Harold, WBAP Fort Worth; Wyatt, Hon. Carl B., Dept. of Justice; Hyde, Chairman & Mrs. Rosel, FCC;

Ingrim, Mr. Ward, Don Lee Network.

Jacob, Mr. John B.; Jahncke, Mr. Ernest Lee Jr., ABC; James, Mr. & Mrs. Edwin H. Broadcasting • Telecasting; Jameson, Mr. Guilford, Attorney; Jansky, Mr. C. M. Jr., Consultant; Jansky, Mr. Maurice, Attorney; Jenner, Sen. William E., (R-Ind.); Jett, Mr. & Mrs. E. K., WMAR (TV) Baltimore; Johnson, Sen. & Mrs. Edwin C., (D-Colo.); Johnson, Rep. & Mrs. Leroy, (R-Calif.); Johnson, Mr. Leslie C., WHBF Rock Island, Ill.; Johnson, Mr. W. M.; Johnson, Mr. Wallace; Jones, Mr. & Mrs. Merle, CBS; Jones, Mr. Robert B., WFBR Baltimore; Jones, Comdr. & Mrs. Thomas W.; Jones, Mr. William.

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Lackey, Mr. F. E., WHOP Hopkinsville, Ky.; Lane, Mr. & Mrs. Howard, KOIN Portland, Ore.; Lawrence, Mr. Craig, CBS; Laws, Judge & Mrs. Bolitha; Lea, Mr. & Mrs. Clarence; Lee, Comr. & Mrs. Robert E., FCC; Leitch, Mr. John, WCAU Philadelphia; Lindow, Mr. Lester, WFDF Flint, Mich.; Litvin, Mrs. Fanney, FCC; Lockwood, Mr. Corwin R., Attorney; Long, Mr. & Mrs. Maury, Broadcasting • Telecasting; Long, Sen. & Mrs. Russell, (D-La.); Longfellow, Mr. & Mrs. Bruce; Loucks, Mr. Philip G., Attorney; Lower, Mr. & Mrs. Elmer, CBS.

Mahon, Rep. George (D-Tex.); Mahoney, Mr. James, Newell-Emmett Co.; Maizlish, Mr. Harry, KFWB Los Angeles; Marks, Mr. & Mrs. Leonard H., Attorney; Martin, Mr. Dwight, General Teleradio; Martin, Mr. Gerry, DuMont Tv Network; Martin, Mr. & Mrs. Wallace, WMSC Columbia, S. C.; Mason, Mr. Richard, WPTF Raleigh, N. C.; Mason, Mr. Robert, WMRN Marion, Ohio; Massing, Mr. & Mrs. William P., FCC; McCollough, Mr. & Mrs. Clair R., WGAL Lancaster, Pa.; McCollough, Miss Constance; McCormell, Rep. Sam K. Jr. (R-Pa.); McCulloch, Rep. William M., (R-Ohio); McDonald, Mr. & Mrs. Joseph A., NBC; McDonough, Mr. Francis X., Attorney; McGannon, Mr. Donald, DuMont TV Network; McKenna, Mr. James A. Jr., Attorney; McMahon, Mr. William; McManus, Mr. W. J.; McNary, Mr. James C., Consultant; Meagher, Mr. John F., KYSM Mankato, Minn.; Midlen, Mr. John H., Attorney; Miller, Mr. & Mrs. James A.; Miller, Judge & Mrs. Justin, NARTB; Miller, Mr. & Mrs. Leslie; Mitchell, Miss Florence, NARTB; Mobley, Mr. Radford E., Knight Newspapers; Moody, Mr. Robert, WHIO Dayton, Ohio; Morency, Mr. & Mrs. Paul W., WTIC Hartford; Moroney, Mr. James; Morris, Judge & Mrs. James W.; Morris, Miss Mary Jane, Secretary, FCC; Morrison, Mr. & Mrs. Fred; Murphy, Mrs. Charles S.; **Myers, Mr. Carl,** WGN Chicago.

Neill, Mr. D. Malcolm, Canadian Assn. of Radio & Television Broadcasters; Novik, Mr. & Mrs. M. S., Consultant; Nunn, Mr. Gilmore N., WLAP Lexington, Ky.

O'Bryan, Mr. & Mrs. Paul A., Attorney; Ostertag, Rep. Harold C., (R-N.Y.); Outler, Mr. John M. Jr., WSB Atlanta; Overholser, Dr. & Mrs. Winfred, Superintendent, D. C. General Hospital.

Pabst, Mr. William D., KFRC San Francisco; Page, Mr. & Mrs. E. C., Consultant; Parker, Mr. McIvor L., FCC; Patrick, Mr. Duke M., Attorney; Patt, Mr. John F. Jr., WJR Detroit; Paul, Mr. S. J., Television Age; Peters, Mr. & Mrs. H. Preston, Free & Peters; Peterson, Mr. & Mrs. Louis H.; Petty, Mr. Don, Attorney; Phillips, Rep. & Mrs. John, (R-Calif.); Pierson, Mr. & Mrs. W. Theodore, Attorney; Pine, Judge & Mrs. David A., U. S. District Court for D. C.; Plummer, Mr. Curtis B., Chief, Broadcast Div., FCC; Porter, Mr. William, Office of Defense Mobilization; Potter, Mr. Ben H.; Potter, Sen. & Mrs. Charles E., (R-Mich.); Poyner, Mr. Graham P.; Pratt, Mr. Stanley R., WSOO Sault Ste. Marie, Mich.; Preston, Mrs. Margaret S.; Provost, Mr. & Mrs. D. L., WBAL Baltimore.

Quaal, Mr. Ward, WLW Cincinnati; Quarton, Mr. William B., WMT Cedar Rapids, Ia.; Quinones, Mr. Ramon, WAPA San Juan, P. R.

Rafter, Mr. John A.; Rawlins, Mr. L. R., Westinghouse Broadcasting Co.; Rawson, Mr. Robert J., FCC; Ray, Mr. Jeter S.; Reed, Mr. O. W. B. Jr., Consultant; Rees, Rep. & Mrs. Edward H. (R-Kan.); Reid, Mr. James R.; Reidy, Mr. Ben T.; Reinsch, Mr. J. Leonard, WSB Atlanta; Rhyne, Mr. Charles S., Attorney; Richards, Mr. & Mrs. Robert K., NARTB; Riehlman, Rep. R. Walter, (R-N.Y.); Riley, Miss Fran, NARTB; Ring, Mr. A. D. Jr., Consultant; Roberts, Mr. Elzey M. Jr., KXOK St. Louis; Robertson, Sen. & Mrs. A. Willis, (D-Va.); Rogers, Rep. & Mrs. Dwight (D-Fla.); Rogers, Mr. James C.; Rogers, Mr. & Mrs. Lawrence H. II, WSAZ Huntington, W. Va.; Rogers, Mr. W. D. Jr., WDUB-TV Lubbock, Tex.; Rollo, Mr. & Mrs. Reed T., Attorney; Russell, Mr. & Mrs. Frank M., NBC; Russell, Mr. & Mrs. Percy H., Attorney; Russell, Mr. William, Hufty, Eubank & Russell; Ryan, Mr. William B.; Ryan, Mr. William C.

Schalk, Miss Leona, NARTB; Scharfeld, Mr. Arthur, Attorney; Scheiner, Mr. Arthur, FCC; Schenck, Rep. Paul F., (R-Ohio); Schildhause, Mr. Sol, FCC; Schneider, Mr. & Mrs. Russ, Advisory Council on Federal Reports; Schoeppel, Sen. & Mrs. Andrew F., (R-Kan.); Schroeder, Mr. & Mrs. Arthur, Attorney; Schuyler, Miss Marcella, NARTB; Scott, Rep. Hugh, (R-Pa.); Scudder, Rep. Hubert B., (R-Calif.); Seavey, Mr. & Mrs. Hollis, Clear Channel Broadcasting Service; Segal, Mr. & Mrs. Paul, Attorney; Shafto, Mr. & Mrs. G. Richard, WIS, Columbia, S. C.; Sims, Mr. William P., Attorney; Sirica, Mr. John J., Attorney; Slaughter, Mr. & Mrs. Harrison T., Attorney; Smith, Mr. & Mrs. Carleton D., NBC; Smith, Mr. & Mrs. George S., Attorney; Smith, Mr. John H. Jr., NARTB; Smith, Mr. Joseph J. Jr.; attorney; Smith, Mr. Karl A., Attorney; Snyder, Mr. Franklin, WXEL (TV) Cleveland; Soule, Mr. Robert; Sowell, Mr. F. C., WLAC Nashville; Spence, Rep. Brent (D-Ky.); Spheeris, Mr. E. M., WEMP Milwaukee; Stalling, Mr. Bettin, Attorney; Steen, Mr. John W., Attorney; Steffan, Mr. & Mrs. Roger, White House; Sterling, Comr. & Mrs. George E., FCC; Stewart, Mr. & Mrs. Joseph; Stone, Mr. Robert, SESAC; Storer, Mr. George B., Storer Bcstg Co.; Stout, Mr. Clair L., Attorney; Streibert, Mr. & Mrs. Theodore, U. S. Information Agency; Stringer, Mr. Arthur C., NARTB; Stronach, Mr. Alexander, ABC; Strouse, Mr. & Mrs. Ben, WWDC Washington; Stubblefield, Mr. & Mrs. William T., Blackburn & Hamilton; Studds, Adm. & Mrs. R. F. A.; Sullivan, Mr. Thomas S.; Sweeney, Mr. Kevin; Swezey, Mr. & Mrs. Robert D., WDSU New Orleans.

Taber, Rep. John, (R-N.Y.); Taishoff, Mr. & Mrs. Sol, Broadcasting • Telecasting; Taylor, Mr. Archie, KANS Wichita; Taylor, Mr. O. L., KANS Wichita; Thomas, Mr. C. L., KXOK St. Louis; Thornburgh, Mr. Donald W., WCAU Philadelphia; Tinney, Mr. Joseph L., WCAU Philadelphia; Tito, Mr. Thomas A., WAZL Hazleton, Pa.; Tooke, Mr. R. V., WPTZ (TV) Philadelphia; Tower, Mr. & Mrs. Charles, NARTB; Treynor, Mr. William K., NARTB.

Vadeboncoeur, Mr. E. R., WSYR Syracuse; Vanda, Mr. Charles, WCAU Philadelphia.

Walker, Mr. A. Prose, NARTB; Walker, Mr. & Mrs. Ralph L., Attorney; Walker, Mr. & Mrs. William, NARTB; Wall, Mr. Charles, BMI; Wall, Mr. Thomas H., Attorney; Wallen, Mr. & Mrs. James E., BMI; Washburn, Mr. & Mrs. Abbott, U. S. Information Agency; Wasilewski, Mr. & Mrs. Vincent, NARTB; Watts, Rep. John Clarence, (R-Del.); Webster, Comr. & Mrs. E. M., FCC; Weinstein, Mr. Al, Television Digest; Welch, Mr. Vincent, Attorney; Weston, Mr. & Mrs. Robert C.; Wheeler, Mr. & Mrs. George Y., NBC; Wilkinson, Mr. Vernon L., Attorney; Willard, Mr. & Mrs. A. D. Jr., WGAC Augusta, Ga.; Williams, Mr. & Mrs. David, FCC; Williams, Rep. William R., (R-N.Y.); Willis, Mr. John W. Attorney; Willoughby, Mr. John A., FCC; Wilner, Mr. Morton, Attorney; Wilson, Mr. Thomas W., Attorney; Witherell, Mr. Harry E.; Witting, Mr. Chris J., Westinghouse Broadcasting Co.; Wolverton, Rep. Charles A., (R-N.J.); Woodruff, Mr. J. W. Jr., WRBL Columbus, Ga.; Wooten, Mr. Hoyt B., WREC Memphis; Wyatt, Mr. & Mrs. Walter, U. S. Supreme Court.

Young, Mr. Verne R., Attorney.

Zapple, Mr. & Mrs. Nicholas, Senate Commerce Committee; Zias, Mr. J. F., Attorney.

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Station Authorizations, Applications
(As Compiled by B•T)

March 25 through March 31

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb. 28, 1954*

	AM	FM	TV
Licensed (all on air)	2,522	525	101
CPs on air	7	29	†278
CPs not on air	128	19	198
Total on air	2,529	554	†379
Total authorized	2,657	573	577
Applications in hearing	129	4	183
New station requests	154	3	99
Facilities change requests	141	22	26
Total applications pending	897	108	262
Licenses deleted in Feb.	1	2	0
CPs deleted in Feb.	0	0	5

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

* * *

Am and Fm Summary through March 31

	On Air	Licensed	CPS	Appls. Pending	In Hearing
Am	2,533	2,536	134	165	129
Fm	562	533	48	2	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	228	301	529[2]
Educational	12	17	29

Total Operating Stations in U. S.:

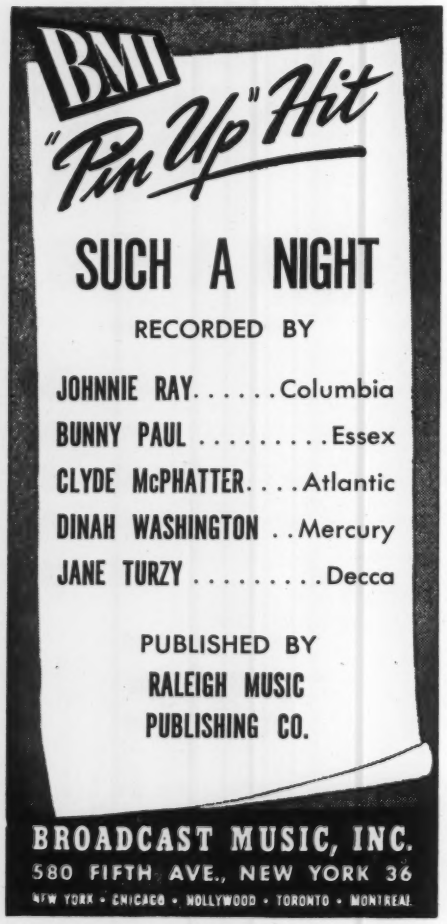
	vhf	uhf	Total
Commercial on air	247	125	371
Noncommercial on air	1	2	3

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	914	337	707	525	1,233[3]
Educational	25		26	26	52[3]
Total	939	337	733	551	1,285[4]

[1] Sixty-two CPs (12 vhf, 50 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 552 already granted.

* * *



ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Montgomery, Ala.—Montgomery Bcstg. Co. (WSFA), granted vhf ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,036 ft., above ground 823.5 ft. Estimated construction cost $480,000, first year operating cost $276,000, revenue $366,000. Post Office address: Box 1031 Montgomery 2, Ala. Studio location: Delano St. between South Court and South Perry. Transmitter location: On Mt. Carmel, 21 mi. South of Montgomery. Geographic coordinater: 32° 01′ 15.8″ N. Lat., 86° 20′ 54.4″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **David E. Dunn** (11⅓%), Vice President **R. F. Hudson Sr.** (25%), Secretary-Treasurer **H. S. Durden** (38⅓%), **R. F. Hudson Jr.** (16⅔%), and **Sebie B. Smith** (8⅓%). Granted March 26.

Charleston, S. C.—Southern Bcstg. Co. WUSN granted vhf ch. 2 (54-60 mc); ERP 54.2 kw visual, 32.5 kw aural; antenna height above average terrain 354 ft., above ground 411 ft. Estimated construction cost $225,000, first year operating cost $150,000, revenue not estimated. Post Office address; 42 Tenth Ave., Charleston, S. C. Studio and transmitter location: At corner of Third and Tenth Avenues. Geographic coordinates: 32° 48′ 13″ N. Lat., 79° 57′ 39″ W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer George E. Gautney, Washington. Principals include President, Treasurer and Secretary **J. Drayton Hastie** (35.96%), Vice President **Theodore D. Maybank** (3.6%), **Sara C. Hastie** (20.2%3, **C. N. Hastie** (10%), **B. M. Middleton** (6.04%), **George L. Buist** (4.4%), **J. Ross Hanrahan** (4.4%), and six other minority stockholders. Granted March 26.

APPLICATION

Washington, N. C. — North Carolina Tv Inc. vhf ch. 7 (174-180 mc); ERP 249.4 kw visual, 139.6 kw aural; antenna height above average terrain 483 ft., above ground 519 ft. Estimated construction cost $345.362, first year operating cost $150,000, revenue $200,000. Post Office address % W. R. Roberson Jr., Bank of Washington Bldg., Washington, N. C. Studio and transmitter location: Hwy. 118, 2.1 miles E. of center of Grigg Griffton, N. C. Geographic coordinates 35° 22′ 17″ N. Lat., 77° 23′ 56″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer, George C. Davis, Washington. Principals include President-Treasurer **W. R. Roberson Jr.** (3.58%), president-treasurer-27% stockholder WRRF Washington, N. C., president-29.8% stockholder WRRZ Clinton, N. C.; Vice President **H. W. Anderson** (16.67%), president-60% stockholder WVOT Wilson, N. C.; Secretary **William S. Page** (16.67%), president-general manager-28.5% stockholder WFTC Kinston, N. C.; **R. M. Fountain** (16.67%), 36.6% stockholder WCPS-AM-FM Tarboro, N. C.; **Harmon L. Duncan** (8.34%), licensee WHIT New Bern, N. C., president-treasurer-15.4% stockholder WTIK-TV Durham, N. C.; **Floyd Fletcher** (8.34%), vice president-30.7% stockholder WTIK-TV; **W. R. Roberson Sr.** (3.58%), 25% stockholder WRRF, and 18.9% stockholder WRRZ; **J. P. Roberson** (3.5%), vice president-24% stockholder WRRF and vice president-26% stockholder WRRZ, and **Kenneth C. Royal** (7.6%), ex-Secretary of the Army. Filed March 26.

APPLICATIONS AMENDED

Boston, Mass.—Columbia Bcstg. System Inc. amends bid for new tv station on vhf ch. 5 to change ERP to 85.1 kw visual, 42.7 kw aural; transmitter location to 500 ft. W. of Needham St., near Jaconnet St., Newton, Mass.; antenna height above average terrain 1050 ft. Filed March 24.

Beckley, W. Va.—Daily Telegraph Printing Co. amends bid for new tv station on vhf ch. 6 to specify Bluefield, W. Va.; ERP 59.859 kw visual, 34.100 kw aural; antenna height above average terrain 301.25 ft.; transmitter location to approximately 1.2 miles E. of center of Bluefield; studio location Talbott St., Bluefield; geographic coordinates 37° 16′ 05″ W. Lat., 81° 12′ 11″ N. Long. Filed March 22.

Beckley, W. Va.—Joe L. Smith Jr. amends bid for new tv station on vhf ch. 6 to specify vhf ch. 4 (66-72 mc); ERP 51.9 kw visual, 17.15 kw aural; antenna height above average terrain 669 ft.; geographic coordinates 81° 12′ 06″ N. Long., 37° 48′ 20″ W. Lat. Filed March 24.

Beckley, W. Va.—Southern W. Va. Tv Inc. amends bid for new tv station on vhf ch. 6 to specify Bluefield, W. Va. Filed March 30.

APPLICATIONS DISMISSED

Eugene, Ore.—Television Air Ways Inc. FCC dismissed bid for new tv station on uhf ch. 26 for lack of prosecution. Dismissed March 23.

Existing Tv Stations . . .

ACTIONS BY FCC

KFMB-TV San Diego, Calif.—Wrather-Alvarez Bcstg. Inc. granted modification of CP for vhf ch. 8 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 750 ft. Granted March 22; announced March 30.

WALB-TV Albany, Ga.—Herald Pub. Co. seeks modification of CP for vhf ch. 10 to change ERP to 112 kw visual, 56.2 kw aural; antenna height above average terrain 400 ft. Granted March 26.

KVTV (TV) Sioux City, Iowa—Cowles Bcstg. Co. granted CP for vhf ch. 9 to change ERP to 107 kw visual, 57.5 kw aural; antenna height above average terrain 700 ft. Granted March 25; announced March 30.

KVOL-TV Lafayette, La. — Evangeline Bcstg. Co. granted modification of CP for share-time on vhf ch. 10 to change ERP to 28.2 kw visual, 15.8 kw aural; studio location to transmitter site at Eraste Landry Rd. and State Hwy. 674, near Lafayette; antenna height above average terrain 447.5 ft. Granted March 25; announced March 30.

KFLY-TV Lafayette, La.—Camellia Bcstg. Co. granted modification of CP for share-time on vhf ch. 10 to change ERP to 28.2 kw visual, 15.8 kw aural; studio location to transmitter site at Eraste Landry Rd. and State Hwy. 674 near Lafayette antenna height above average terrain 447.5 ft. Granted March 25; announced March 30.

KGMO-TV Cape Girardeau, Mo.—KGMO Radio-Tv Inc. granted modification of CP for uhf ch. 18 to change ERP to 17.8 kw visual, 9.7 kw aural; change transmitter and studio location to 3.7 miles N of Cape Girardeau on Coker Knob; antenna height above average terrain 640 ft. Granted March 25; announced March 30.

WQXN-TV Cincinnati, Ohio—Robert W. Rounsaville granted modification of CP for uhf ch. 54 to change ERP to 129 kw visual, 67.6 kw aural; transmitter location to 8th & Matson Place, Cincinnati; antenna height above average terrain 530 ft. Granted March 25; announced March 30.

WQCY (TV) Allentown, Pa.—Queen City Tv Co. granted modification of CP for uhf ch. 39 to change ERP to 263 kw visual, 141 kw aural; studio location to 962 Hamilton St., Allentown; antenna height above average terrain 710 ft. Granted March 22; announced March 30.

WSEE (TV) Erie, Pa.—Great Lakes Tv Co. granted modification of CP for uhf ch. 35 to change studio location to 1220 Peach St., Erie; ERP to 170 kw visual, 85.2 kw aural; antenna height above average terrain to 930 ft. Granted March 22; announced March 30.

WKJF-TV Pittsburgh, Pa.—Agnes J. Reeves Greer granted modification of CP for uhf ch. 53 to change ERP to 174 kw visual, 93.3 kw aural; antenna height above average terrain 530 ft. Granted March 25; announced March 30.

KRBC-TV Abilene, Tex. — Reporter Bcstg. granted modification of CP for vhf ch. 9 to change studio location to U. S. Route 227, near Abilene. Granted March 16; announced March 22.

KVDO (TV) Corpus Christi, Tex. — Coastal Bend Tv Co. granted modification of CP for uhf ch. 22 to change ERP to 20.4 kw visual, 11 kw aural; change transmitter and studio location to intersection Agnes St. & Staples St., Corpus Christi; antenna height above average terrain 310 ft. Granted March 16; announced March 22.

WTOV-TV Norfolk, Va.—Commonwealth Bcstg. Corp. granted modification of CP for uhf ch. 27 to change ERP to 166 kw visual, 89.1 kw aural; designate studio location as 812 West 21st St., Norfolk; antenna height above average terrain 380 ft. Granted March 16; announced March 22.

WJPB-TV Fairmont, W. Va.—Fairmont Bcstg. Co. granted STA to operate commercially on uhf ch. 35 for the period ending Sept. 1. Granted March 23; announced March 30.

WMBV-TV Marinette, Wis.—M & M Bcstg. Co. granted modification of CP for vhf ch. 11 to change transmitter location to 0.5 mile N of Pensaukee, Wis.; ERP to 94.769 kw visual, 56.82 kw aural; antenna height above average terrain 772 ft. Granted March 24; announced March 30.

STATIONS DELETED

KAGR-TV Yuba City, Calif.—John Steventon. FCC deleted tv station on uhf ch. 52 at request of attorney. Deleted March 30.

KPIC (TV) Salem, Ore.—Lawrence A. Harvey. FCC deleted tv station on uhf ch. 24 at request of station. Deleted March 31.

APPLICATIONS

KHJ-TV Los Angeles, Calif.—General Teleradio Inc. seeks CP to change for vhf ch. 9 to change ERP to 162 kw visual, 81 kw aural; antenna height above average terrain 2,981 ft. Filed March 25.

KEDD (TV) Wichita, Kan.—KEDD Inc. seeks modification of CP for uhf ch. 16 to change ERP to 255 kw visual, 153 kw aural; antenna height above average terrain 667 ft. Filed March 24.

WBRZ (TV) Baton Rouge, La.—Louisiana Tv Bcstg. Corp. seeks modification of CP for vhf ch. 2 to change ERP to 98 kw visual, 56.7 kw aural; directional antenna, transmitter and studio location to Highland Rd., Baton Rouge; antenna height above average terrain 893 ft. Filed March 25.

WTLF (TV) Baltimore, Md.—United Bcstg. Co. of Eastern Md. seeks modification of CP for uhf ch. 18 to change ERP to 20.9 kw visual, 11.8 kw aural; antenna height above average terrain 480 ft. Filed March 29.

WUNC-TV Chapel Hill, N. C.—U. of N. C. seeks modification of CP for non-commercial educational vhf ch. 4 to change ERP to 60 kw aural; transmitter location to 7 miles WSW of Chapel Hill, Chapel Hill, N. C.; antenna height above average terrain 990 ft. Filed March 29.

CALL LETTERS ASSIGNED

KELB (TV) El Centro, Calif.—Valley Empire Telecasters, uhf ch. 16.

WTEV-TV New Bedford, Mass.—E. Anthony & Sons Inc., uhf ch. 28. Changed from WTEV (TV).

KELP-TV El Paso, Tex.—Trinity Bcstg. Corp., vhf ch. 13.

New Am Stations . . .

ACTIONS BY FCC

Shreveport, La.—Northwest Louisiana Bcstg. Corp. granted 1050 kc, 250 w daytime. Estimated construction cost $15,100, first year operating cost $36,000, revenue $54,000. Principals include President **Travis T. Hailey** (96%), investment and finance; Vice President **Turner B. Morgan** (2%), attorney and Secretary-Treasurer **Ado C. Skeels** (2%), attorney. Post office address % Turner B. Morgan, 525 Market St., Shreveport. Granted March 31.

Cruz Bay, St. John, Virgin Islands—Mary Louise Vickers, tr/as West Indies-Caribbean Radio (Radio Caribe) granted 1190 kc, 500 w unlimited. Estimated construction cost $27,877, first year operating cost $20,790, revenue $25,000. Post office address % Mary Louise Vickers, Cruz Bay, St. John, Virgin Islands. Granted March 31.

APPLICATIONS

Warner Robins, Ga.—Warner Robins Bcstg. Co. 1350 kc, 1 kw daytime. Post office address % H. Lee Miller, Warner Robins. Estimated construction cost $18,400, first year operating cost $25,000, revenue $35,000. Principals include in equal partnership, **H. Lee Miller,** banking; **D. L. Fountain,** clothing and banking, and **W. T. Giles,** clothing and banking. Filed March 19.

Newton, Iowa—Richard C. Brandt, William M. Bryan, William C. Brandt & Eddie Erlbacher d/b as Newton Bcstg. Co. 1490 kc, 100 w unlimited. Post office address P. O. Box 63, Cape Girardeau, Mo. Estimated construction cost $17,050, first year operating cost $36,000, revenue $50,000. Principals in equal partnership include **William C. Brandt,** program director-stockholder KGMO Cape Girardeau, Mo.; **William M. Bryan,** engineer-stockholder KGMO.; **Richard C. Brandt,** general manager-stockholder KGMO, and **Edwin A. Erlbacher,** stockholder KGMO. Filed March 22.

Towson, Md.—Suburban Time Mart. 1570 kc, 1 kw daytime. Post office address % Francis J. Matrangola, WCMC Wildwood, N. J. Estimated construction cost $13,900 first year operating cost $41,000, revenue $64,000. Principals in partnership include **Francis J. Matrangola** (60%), owner WCMC Wildwood, N. J., stockholder WOKE Oak Ridge, Tenn., WPTX Lexington Park, Md., and WMLV Millville, N. J., and **Harry J. Daly** (40%), Washington attorney. Filed March 18.

Long Beach, N. J.—Monmouth County Bcstrs. 1410 kc, 500 w daytime. Post office address 3542 Atlantic Ave., Atlantic City, N. J. Estimated construction cost $49,777, first year operating cost $42,400, revenue $45,000. Principals include President **Joseph F. Bradway** (⅓), real estate, insurance and tires and appliances; **Arthur A. Handler** (⅓), tires and appliances, and **David H. Freedman** (⅓), secretary-treasurer and ⅓ stockholder WMID Atlantic City, N. J. Filed March 24.

Ticonderoga, N. Y.—Portage Bcstg. Co. 1250 kc, 500 w daytime. Post office address % Martin Karig, RD # 1, Hudson Falls, N. Y. Estimated construction cost $14,057, first year operating cost $42,000, revenue $48,000. Principals include President **Martin Karig** (99.0%), general manager-25% interest WWSC Glens Falls, N. Y.; **Donald Latimore** (0.5%), and **Dorothy Karig** (0.5%). Filed March 22.

Hillsboro, Ore. — Harold G. Singleton tr/as Hillsboro Bcstrs. 1360 kc, 1 kw daytime. Post office address 4488 W. W. Council Crest Drive, Portland, Ore. Estimated construction cost $14,065, first year operating cost $45,000, revenue $52,000. **Mr. Singleton** is vice president-52% owner KTEL Walla Walla, Wash.; secretary-treasurer-9.9% stockholder KGAL Lebanon, Ore., and president-60% stockholder KJUN Redmond, Ore. Filed March 24.

Wellsboro, Pa.—Farm & Home Bcstg. Co. (WFRM Coudersport, Pa.). 1240 kc, 250 w unlimited. Post office address % John A. Fay, WFRM Coudersport, Pa. Estimated construction cost $6,197, first year operating cost $24,000, revenue $28,000. Principals include President **Cary H. Simpson** (48%); Vice President **John A. Fay** (4%), and Secretary-Treasurer **Vesta B. Smith** (4%). Resubmitted March 22.

Existing Am Stations . . .

ACTIONS BY FCC

WPJV Vero Beach, Fla.—Tropics Inc. granted modification of CP to increase power from 100 w to 250 w, operation on 1490 kc unlimited. Granted March 31.

WRMN Elgin, Ill.—Elgin Bcstg. Co. granted authority to sign off at 5:30 p.m. until Sept. 30. Granted March 24; announced March 30.

KVOX Moorhead, Minn.—KVOX Bcstg. Co. granted CP to change from 1340 kc 250 w unlimited to 1280 kc 500 w night directional, 1 kw day, unlimited. Granted March 31.

KLEA Lovington, N. M.—Prosperity Land Bcstg. Co. granted CP to change from 1050 kc 250 w day to 630 kc 500 w day. Granted March 31.

WRIO Rio Piedras, P. R.—Master Bcstg. Corp. granted CP to change from 1 kw unlimited to 1 kw night 5 kw day, unlimited on 1320 kc. Granted March 31.

Existing Fm Stations . . .

ACTIONS BY FCC

WSGN-FM Birmingham, Ala.—Jemison Bcstg. Co. granted CP to change ERP from 29 kw to 37 kw; antenna height above average terrain from 450 ft. to 570 ft. Granted March 31.

KUHT (TV) Houston, Tex. — U. of Houston granted CP for non-commercial educational fm station to change ERP to 9.8 kw; antenna height above average terrain 320 ft. Granted March 24; announced March 30.

WBAP-FM Ft. Worth, Tex.—Carter Pub. Inc. granted CP to change ERP from 50 kw to 51 kw; antenna height above average terrain from 435 ft. to 475 ft. Granted March 31.

STATION DELETED

WCHI (FM) Chicago Heights, Ill.—Chicago Heights Bcstg. Co. FCC granted request to cancel license and delete fm station on ch. 240.

Ownership Changes . . .

ACTIONS BY FCC

WMIX-AM-FM Mt. Vernon, Ill.—Mt. Vernon Radio & Tv Co., an Illinois corp., granted voluntary assignment of license to a Delaware corp. of the same name. No consideration involved as principals retain identical interest. Granted March 25.

KDHL Faribault, Minn.—Herbert H. Lee, Palmer Dragsten & John E. Hyde Jr. d/b as KDHL Bcstg. Co. granted voluntary assignment to Palmer Dragsten & John E. Hyde Jr. through purchase of remaining ⅓ partnership interest from Herbert H. Lee for $55,000. Messrs. Hyde and Dragsten will now each own 50% interest. Granted March 23; announced March 30.

WKNY-TV Kingston, N. Y.—Kingston Bcstg. Corp. granted voluntary assignment to WKNY-TV Corp. No consideration involved as principals retain identical holdings. Granted March 31.

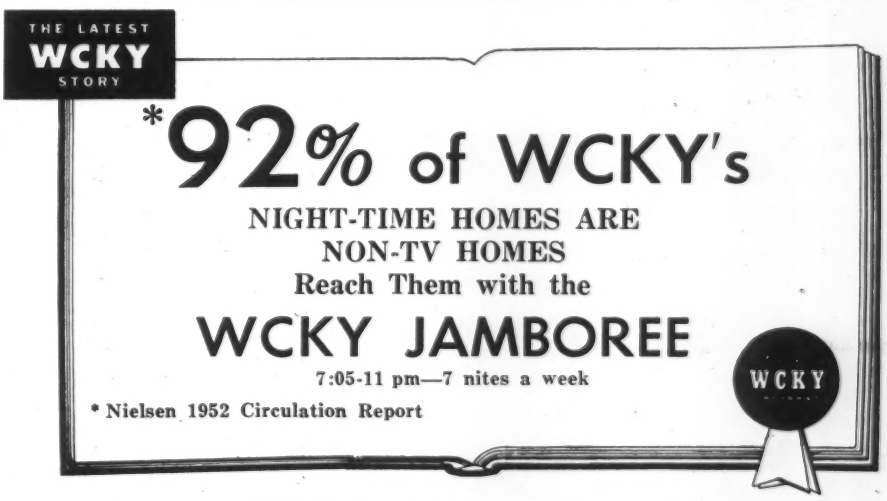
WKOV Wellston, Ohio—Stephen H. Kovalan granted assignment of license to The Family Bcstg. Co. for $12,000. Granted March 31.

APPLICATIONS

KSJO San Jose, Calif.—Santa Clara Bcstg. Co. seeks voluntary transfer of control to W. Gordon Allen and Lewis E. Pett as tenants in common, through sale of all stock for $135,000. Principals include **W. Gordon Allen,** partner KGAL Lebanon, KGAE Salem, both in Ore., and permittee of KLOQ Seattle, Wash., and KRGA Springfield, Ore.; and **Lewis E. Pett,** district sales manager of Allen B. DuMont Labs Inc. Filed March 26.

WEKY Richmond, Ky.—Dages I. Boyle seeks assignment of CP to WEKY Inc. for $46,000. Principals will now include President **Dages I. Boyle** (97%); Vice President **E. W. Boyle** (1½%), and Secretary-Treasurer **O. C. Halyard** (1½%). Mr. Dages I. Boyle is beneficial owner of all stock. Filed March 23.

WGAW Gardner, Mass.—Gardner Bcstg. Co. seeks voluntary transfer of control to E. R. Robillard through sale of all stock for $9,000 and assumption of notes totalling $16,000. Mr. Robillard is a registered pharmacist. Filed March 24.



WRBC Jackson, Miss.—Rebel Bcstg. Co., a partnership, seeks voluntary assignment of license to Rebel Bcstg. Co. of Miss. No consideration involved as each partner retains identical interest in new company. Filed March 18.

KRMS Eldon, Mo.—Robert M. Smith seeks voluntary assignment of license to Robert M. Smith (75%) and his wife Virginia L. Smith (25%) d/b as Central Missouri Bcstg. Co. Filed March 19.

WTIK Durham, N. C.—Durham Bcstg. Enterprises Inc. seeks assignment of license to WTIK Inc. for $110,000. Principals include **Chanticleer Bcstg. Co.** (51%), licensee of WCTC-AM-FM New Brunswick, N. J., owner of WIRA Ft. Pierce, Fla., and 40% owner WPJV Vero Beach, Fla.; President-Treasurer **James L. Howe,** president-50.1% owner of Chanticleer Bcstg. Co., president-general manager WIRA, and secretary-treasurer WPJV; and Vice President-Secretary **Robert L. Williams** (40%), station manager-3.8% stockholder WCTC-AM-FM. Filed March 25.

WMOA Marietta, Ohio—William G. Wells seeks voluntary assignment of license to William G. Wells & R. Sanford Guyer d/b as Marietta Bcstg. Co. through sale of 20% interest by Mr. Wells to Mr. Guyer for $18,000. Filed March 25.

WWST-AM-FM Wooster, Ohio—Wooster Republican Printing Co. seeks voluntary transfer of control to Raymond Dix and Robert Dix, co-executors of the estate of E. C. Dix (56.1%), deceased. Filed March 19.

WNRI Woonsocket, R. I.—Raymond A. Mailloux, Jack C. Salera & Roger A. Nault d/b as Friendly Bcstg. Co. seek involuntary assignment of permit to Antoinette D. Mailloux, administrator of the estate of Raymond A. Mailloux (47½%), deceased Jack C. Salera & Roger A. Nault d/b as Friendly Bcstg. Co. Filed March 19.

WNRI Woonsocket, R. I.—Antoinette D. Mailloux, administrator of the estate of Raymond A. Mailloux, deceased, **Jack C. Salera & Roger A. Nault d/b as Friedly Bcstg. Co.** seek voluntary assignment of CP to Friendly Bcstg. Co. for stock interest in new company. Principals will now include **Jack C. Salera (32%); Vice President John Costa** (23%), engineer at WPAW Pawtucket, **R. I.; Secretary Roger A. Nault** (12%), Treasurer Joseph Britto (23%), engineer WRJ Newport, R. I., and **Daniel Rubino** (10%). Filed March 19.

KISD Sioux Falls, S. D.—KISD Inc. seeks voluntary transfer of control to Verl K. Thomson through retirement of remaining 50% interest for $7,333. Mr. Thomson will now be sole owner. Resubmitted March 24.

KFVA Shamrock, Tex.—Albert Cooper, James Daniel Abbott and Robert J. Beller d/b as Shamrock Texas Bcstg. Co. seek voluntary assignment of license to new partnership through sale of 60% interest by James D. Abbott for $18,000. Mr. Cooper purchases 20% and will now own 40% interest. Mr. Clark and Merita Bumpers purchase 40%. Filed March 23

Hearing Cases . . .

INITIAL DECISION

Bangor, Me.—New tv, vhf ch. 2. FCC Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of the application of Murray Carpenter and Associates for construction permit for new tv station in Bangor, Me., on ch. 2, subject to the condition that no stock in Murray Carpenter and Associates will be transferred to WLBZ Bangor, under the option agreement until after Murray Carpenter has divested himself of all interest, direct or indirect, in WGUY and the further condition that WLBZ will have no rights in the applicant corporation or the proposed television station unless and until such transfer of stock is effectuated. Action March 30.

OTHER ACTIONS

Miami, Fla.—Vhf ch. 10 proceeding. The Commission announced its order of March 26, denying petition filed Jan. 25, by WKAT Inc., seeking enlargement of issues with respect to the financial qualifications of North Dade Video Inc., in proceeding involving applications of WKAT Inc., Miami Beach, Fla., L. B. Wilson, North Dade Video Inc., and Public Service Tv Inc., Miami, Fla., for tv stations on ch. 10 Action March 29.

Hatfield, Ind.—Vhf ch. 9 proceeding. FCC designated for hearing on April 30 the applications of WOMI and WVJS Owensboro, Ky. for new tv station on vhf ch. 9. Action March 31.

Minneapolis, Minn.—Vhf ch. 9 proceeding. FCC designated for hearing on April 30 the applications of WLOL and KEYD for new tv station on vhf ch. 9. Action March 31.

Klamath Falls, Ore.—Vhf ch. 2 proceeding. FCC designated for hearing on April 30 the applications of KFJI and Klamath Falls Tv Inc. for new tv station on vhf ch. 2. Action March 31.

Pittsburgh, Pa.—Vhf ch. 11 proceeding. FCC designated for hearing on April 30 the applications of KDKA, WWSW and WJAS for new tv station on vhf ch. 11. Action March 31.

WICU (TV) Erie, Pa.—Dispatch Inc., Edward Oliver Lamb. FCC by memorandum opinion and order, denied petition filed March 12 requesting supplemental information in connection with a letter which the Commission addressed to Mr. Lamb on March 11 concerning application for renewal of license of tv station WICU. Action March 26.

KURV Edinburg, Tex.—KURV Inc. granted CP to change from daytime to unlimited, directional night, operating on 710 kc with 250 w. Portion of application requesting increase in daytime power to 1 kw was denied without prejudice. Action March 26.

Odessa, Tex.—Vhf ch. 7 proceeding. FCC designated for hearing on April 30 applications of KCEK and Odessa Tv Co. for new tv station on vhf ch. 7. Action March 31.

Norfolk-Portsmouth, Va.—Vhf ch. 10 proceeding. The Commission announced its order of March 26 granting petition filed Dec. 24 by Beachview Bcstg. Corp., Norfolk, Va., for deletion of an issue with respect to its technical qualifications in proceeding involving its application and that of Portsmouth Radio Corp., Portsmouth, Va., for tv stations on ch. 10. The Commission announced its order of March 26 denying petition filed Feb. 15 by Portsmouth Radio Corp. for review of an examiner's ruling which denied part of a proposed amendment to its application in above-mentioned proceeding. Action March 29.

Bluefield, W. Va.—Ch. 6 Allocation. By memorandum opinion and order, denied petition filed Feb. 24, by The High Point Enterprise Inc., High Point, N. C., requesting the Commission to reconsider in part its action of Feb. 4, insofar as it assigns tv ch. 6 to Bluefield, W. Va., and refused to assign it to High Point, N. C. Comr. Sterling not voting; Comr. Hennock concurring and stating: "My vote to deny this petition does not constitute approval of the previous action assigning ch. 6 to Bluefield, W. Va., to which I dissented." Action March 25.

Hearing Calendar . . .

April 5

St. Louis, Mo.—Vhf ch. 4, further hearing before Examiner Claire W. Hardy—KWK, KXOK, Missouri Valley Tv Co.

Wichita, Kan.—Vhf ch. 10, oral argument before the Commission en banc—KAKE, Mid-Continent Tv Inc.

Ft. Wayne, Ind.—Uhf ch. 69, oral argument before the Commission en banc—WANE, Anthony Wayne Bcstg.

Mansfield, Ohio—Uhf ch. 36, further hearing before Examiner William G. Butts—Mansfield Journal Co., Fergum Theatres Inc.

April 6

Portland, Ore.—Vhf ch. 12, oral argument before the Commission en banc—Oregon Tv Inc., Columbia Empire Telecasters Inc., Northwest Tv & Bcstg. Co.

Sacramento, Calif.—Vhf ch. 10, oral argument before the Commission en banc—KFBK, Sacramento Telecasters Inc.

Bristol, Va.-Tenn.—Vhf ch. 5, further hearing conference before Examiner Isadore A. Honig—WCYB, Tri-Cities Tv. Corp.

Ft. Scott, Kan.—New am, 1370 kc, before Examiner William G. Butts—Lloyd C. McKenney & John J. Daly d/b as Carthage Bcstg. Co., KWRT Boonville, Mo.

April 7

Charlotte, N. C.—Vhf ch. 9, before Examiner H. Gifford Irion—WSOC, Piedmont Electronics & Fixture Corp., Carolinas' TV Corp.

Seattle, Wash.—Vhf ch. 7, further hearing before Examiner Thomas H. Donahue—KIRO, KXA, KVL.

April 8

Knoxville, Tenn.—Vhf ch. 10, further hearing before Examiner Herbert Sharfman—WNOX, WBIR, Tennessee Tv Inc.

Cheboygan, Mich.—New am, 1240 kc, prehearing conference before Examiner Charles J. Frederick—Richard E. Hunt tr/as Straits Bcstg. Co., Midwestern Bcstg. Co.

Routine Roundup . . .

March 25 Decisions

BROADCAST ACTIONS

Renewal of License

WEEI-AM-FM Boston, Mass., Columbia Bcstg. System Inc.—Granted renewal of licenses without prejudice to any further action that may be taken in proceedings in Docket 10786.

WCCO-TV Minneapolis, Minn., Midwest Radio-Television Inc.—Granted renewal of tv and auxiliary licenses without prejudice to any further action that may be taken in proceedings in Docket 10786; in addition the auxiliary stations KA-3571 and KA-8055 renewals are subject to the final determination of matters raised in Docket 10345 with respect to changes in frequency assignment.

WBZ-AM-FM, WBZA-FM Boston, Mass., Westinghouse Bcstg. Co.—Granted renewal of licenses without prejudice to any further action that may be taken in proceedings in Docket 8967. Comr. Sterling voted for regular renewal of licenses consistent with his statement on the Order in Docket 8967 In the Matter of Petition of Westinghouse Broadcasting Co. for Reconsideration and for Waiver of Section 3.35 and 3.636 of the Rules.

ACTIONS ON MOTIONS

By Hearing Examiner William G. Butts

Paducah, Ky., Columbia Amusement Co., Paducah Newspapers Inc. — Granted motion of Paducah Newspapers requesting that Thomas S. Waller, Thomas W. Threlkeld, Henry O. Whitlow, William B. Byrd and Ernest W. Rivers, be admitted to practice before the Commission *pro hac vice* in re proceeding re ch. 6 (Docket 10875-76).

By Hearing Examiner Claire W. Hardy

Granted petition of Missouri Valley Tv Co., for continuance of consolidated hearing re its application and those of KWK Inc., and KXOK Inc., for ch. 4 in St. Louis, Mo., from March 29 to March 31 (Docket 8810 et al).

By Hearing Examiner Charles J. Frederick

Denied motion of Jacksonville Bcstg. Corp., to strike certain portions of a supplement in reply to oppositions for leave to amend its application for ch. 12 in Jacksonville, Fla. (Docket 10835 et al); also denied motion of Jacksonville to rule on stipulation before hearing oral argument in this same proceeding.

(Continued on page 101)

ALLEN KANDER
Negotiator
FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS
1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
401 Georgia Savings Bank Bldg. • Atlanta 3, Ga.,
LAmar 2036

PROFESSIONAL CARDS

JANSKY & BAILEY
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Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
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To Be Seen by 75,956 * Readers
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* 1953 ARB Projected Readership Survey

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager for 1000 watt fulltime network station in one of the top eastern markets of 140,000. Will consider young man with strong sales experience and managerial ability. Will train in operational policies in our group-owned organization. Please send full resume of experience, personal background and photo. Box 793C, B•T.

Sales manager with productive record of training and leading men in competitive markets. Small or medium-size station background. Some travel. Car required. Salary, commission and traveling expenses. Chicago headquarters. Box 922C, B•T.

Salesmen

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Commercial manager—If you are energetic, hard working salesman, married, looking for advancement, this is an unusual opportunity to become commercial manager and later manager. Box 594C, B•T.

Local, experienced time salesman for independent good market, car essential. An excellent opportunity to sell. A closer can make money with this station. Box 809C, B•T.

Wisconsin Mutual full-time affiliate needs experienced salesman. Salary plus commission. Box 872C, B•T.

Salesman-announcer. Emphasis on sales. Must be good. $300.00. guarantee against 25%. 1000 watt ABC affiliate. Located in southern California. Box 883C, B•T.

A tough sales job always pays more money than a soft one. If you're tougher than this job, you'll make money. In fact we insist you make rapid progress toward $10,000. a year; less won't satisfy you (or us!) very long. Small market major network affiliate with vhf upcoming. Box 896C, B•T

Shopping for good salesman, this side of high pressure type, in this conservative community. KCNI, Broken Bow, Nebraska.

Radio advertising salesman. Selling and servicing local advertising accounts. Limited announcing. Send for application form. Gene Ackerley, Radio Station KCOW, Alliance, Nebraska.

Salesman to service and sell local accounts. Salary plus commission. Good market. ABC station. KFRO, Longview, Texas.

Salesman wanted. Play-by-playman, salary and commission and talent fee. Very sport minded station. Box 1369, Odessa, Texas.

Immediate opening for young, aggressive salesman. Monthly guarantee against commission! Excellent opportunity for real producer. Replies confidential. Send recent photo, references to Leonard Coe, Manager, Radio Station KGKO, Dallas, Texas.

Cold and snow getting you down? Have outstanding opportunity for experienced, hard-working, versatile salesman in winter's warmest and healthiest city. Announcing qualifications desirable. Base and commission. Owners have three am's and two tv's in Arizona. Future bright. Send complete background, sales record, photo and earning capacity in confidential first letter to KOLD-CBS, P. O. Box 1430, Yuma, Arizona.

Salesman at once. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Salesman wanted. Experienced time salesman, 1000 watt full-time independent. Good starting salary and commission. Box 1369, Odessa, Texas.

Help Wanted

Announcers

Combo announcers, 1st engineers or salesmen. Immediately. Indiana. Box 488C, B•T.

Combo-program director-morning personality: Looking for strong idea man with enthusiasm for infusing new life into bread-and-butter side of am-tv operation in coastal New England city. Must also anticipate doing personable early morning DJ show. Salary and talent. Temperment problems and drifters not considered. Box 859C, B•T.

Combination announcer-first class ticket, top voice, forty hours, $125.00. week. State qualifications, experience and availability. Box 876C, B•T.

Don't apply unless you're ambitious. Good job for young man. First phone, top voice required, $87.40. 40 hours, consistent overtime, future. Send particulars, audition, KREM, Spokane.

Combo with first ticket. Must be good all around announcer capable of good news. A good job with a growing station. Send tape and background to KSTT, Davenport, Iowa.

Experienced announcer, strong on news and commercials. Some copywriting. Opening with long established network affiliate. Send audition, references and background to KXRO, Aberdeen, Washington.

Central Florida station needs good announcer who likes shirt sleeve climate. First ticket. Send tape. Background, or call WLBE, Leesburg, Florida.

Announcer, with or without first class ticket, wanted immediately by full-time NBC station in beautiful Western North Carolina. WPNF, Brevard, N. C.

Announcer, capable and willing to run board. WRCO, Richland Center, Wisconsin.

Immediate opening for good announcer, WRRF, Washington, North Carolina.

WVOP, Vidilia, Georgia, 1000 watts, needs experienced announcer. $75.00. for 40 hours to start. Must be able to do news and good job on record shows. Contact H. C. Gilreath, Manager, WVOP, Vidilia, Georgia. Telephone 3029.

Technical

First class engineer, forty hours per week, no Sunday duty. Box 848C, B•T.

Opening for am first class operator. Start $65.00 for 48-hour-six-day week. Expect to begin vhf-tv within year. Excellent future for responsible tv position. Box 864C, B•T.

Engineer: Married, must have experience, necessary to take charge of 1000 watt operation. Excellent opportunity for the right man. Located in New York State. Box 885C, B•T.

Immediate opening for chief engineer-announcer. Carolina daytimer. Good pay. Details Box 909C, B•T.

First phone also announcer. Box 926C, B•T.

Suburban Chicago am-fm. To be trained to take over as chief engineer. Immediate opening. 1st class, auto, permanent. Interested in ability more than experience. Salary requirements? Write WEAW, Evanston, Illinois.

Experienced man to be chief, combination preferred. WIVK, Knoxville, Tennessee.

Help Wanted—(Cont'd)

First phone engineer-announcer for 1000 watt daytime radio station in resort area. The right job for the right man. Send audition, photo and experience record to G. C. Munden, WMBL, Morehead City, North Carolina.

Combo WNNT Warsaw, Virginia, $300.00. Furnish tape, references. Opportunity for advancement to chief engineer.

Engineer, 1st or 2nd class. Full-time employment for right man. Control and engineering 1 kw am. No announcing. Contact L. H. Beckwith, Chief Engineer, WPFB, Middletown, Ohio.

Production-Programming, Others

Good local newsman. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601, B•T.

University assistant professorship, effective September. Master's degree and station programming or sales experience. Nine months' instructing: $4000. Box 719C, B•T.

Experienced copy writer middle-western radio station. Box 826C, B•T.

Long established North Carolina radio station has immediate opening full-time farm director. Prefer native North Carolinian and State College graduate with either farm agent or radio experience or both. Box 857C, B•T.

Network station in Ohio town of 50,000 has opening for experienced bookkeeper or auditor, male or female. Salary open. Box 877C, B•T.

Midwest independent, large city, needs experienced announcer-copywriter. $75.00. per week. Prefer man from upper midwest area. Send copy samples and resume only. Write Box 900C, B•T.

Wanted copywriter, some relief announcing. $50. weekly. Carolina. Details Box 910C, B•T.

Television

Salesmen

Well established midwestern producer of tv film commercials offers a splendid opportunity to a man with: (1) film experience, either with producer or station; (2) creative ideas; (3) selling ability. Involves living in city of 150,000 and travelling within limited radius (home weekends). Salary, incentive and expenses. In first letter, (conf.) give vital statistics and complete history, including present and previous earnings. Box 858C, B•T.

Hard hitting aggressive salesman for midwest television station. First 15 markets. 20% commission. No ceiling on earnings. Box 881C, B•T.

Production-Programming, Others

Midwest tv station in major market desires experienced tv artist. Give complete details, work sample, salary. Box 882C, B•T.

Situations Wanted

Managerial

Successful, thoroughly experienced, mature manager available because of tv merger. Top references, nationally respected. Worth investigating. Box 651C, B•T.

Manager-chief engineer, 15 years experience, 250 to 50 kilowatt, construction and consultant, all departments. Would work for part interest in new or going station. Box 890C, B•T.

Let's get together. Experienced manager, small-medium market. Now employed. Box 895C, B•T.

Presently general manager small market station. Desire like position with am and/or tv operation with greater opportunities. 20 years successful background. Box 905C, B•T.

Problem Station? I'll make it profitable for working interest. West or south. Box 912C, B•T.

Manager-sales manager—radio or tv, experience in both. Not looking for a pull just a chance to prove my ability. Not a has been—a go getter. Family man, relocation desired. Box 919C, B•T.

Situations Wanted—(cont'd)

Salesmen

Salesman-sales manager, four years experience as manager, doing practically all sales for small independent upper midwest am station. Want position where potential is greater. Will work on production basis. Al M. Farber, Box 11, Centerville, Iowa.

Top-flight-salesmen, announcers-local, news writers. First class engineers. Academy of Broadcast Arts, 10 East 40th Street, New York 16, N. Y. MU 6-3741.

Announcers

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Sports announcer. Due to unusual situation in "Major League" sports market, a top-flight sports broadcaster is available. Specialist in baseball, football, basketball, plus creative sports program. Veteran, 27 years old, family man, 8 years' experience. Best reference is current employer. Write Box 745C, B•T.

Announcer: Ready to move up, diversified abilities, news a specialty, strong on sports and special events. 27, married. Presently employed NBC affiliate in south. Wish to settle down back home in northeast. Available April 20. Tape and resume on request. Box 794C, B•T.

Announcer, 2nd phone, ham operator. Conscientious, ambitious. News, commercials. Fine voice. Recently discharged. Single. Anywhere. Box 856C, B•T.

Well grounded in speech and all phases, can read news with a real impact. "Dramatic reader desirous in entering radio announcing, have been tutored three years. Will go anywhere. Box 863C, B•T.

Three years experience. Married. Twenty-five. Want permanent position with advancement opportunity. Authoritative news voice. Easy type DJ style. Prefer to audition personally. Box 867C, B•T.

Once you lacked experience. Veteran wants break. For record demonstrating abilities, write Box 875C, B•T.

Announcer, staff: Limited commercial radio, some tv, college, reliable veteran. News agriculture interests. Locate anywhere. Box 878C, B•T.

Presently employed. Combination man. First phone. Four years experience. Wish to relocate. Preferably west coast. Experienced as DJ, in continuity and traffic departments. Complete resume available. Box 879C, B•T.

Announcer-engineer. Recent broadcasting school graduate. Specializes in commercial disc jockey show. Third class ticket. No experience. Box 884C, B•T.

Capable, experienced announcer-DJ, desires staff connection. 24, mature, single, veteran. Excellent knowledge news. Smooth platters, selling commercials. Will travel. Tape, letter. Box 886C, B•T.

Play-by-play, now employed midwest am-tv. Wants California, Arizona, New Mexico. Want permanent deal. Baseball a must. Box 891C, B•T.

Experience DJ, news, music. Available now—Potential plus. Tape. Box 892C, B•T.

Announcer. 6 months experience with 5000 watt independent. Good DJ, ad-lib, strong on news and commercials. Can operate board. Draft exempt. Free to travel. Box 898C, B•T.

Young ambitious negro announcer, first love—DJ, newscaster. Experience light. Box 902C, B•T.

Experienced announcer-engineer with 1st class license desires position with station in New York area. Will travel outside of New York if salary is right. Box 903C, B•T.

Nine years radio-television experience as staffer, news director, program director. Network quality delivery. Box 904C, B•T.

Announcer-engineer, 6 years experience, all phases of radio including play-by-play sports. Excellent references. Box 906C, B•T.

Veteran, 24, recent graduate Midwest Broadcasting School. News, commercials, DJ, sports, board work, continuity. Interested in start wherever best opportunity. Box 908C, B•T.

Situations Wanted—(cont'd)

Experienced, mature, announcer wishes summer replacement or immediate work. Taught radio. Experienced production, direction, copy, movie narration. Box 911C, B•T.

Personality DJ. Varied types of comedy, impersonations, situations, geared to local taste. Proven successful. Need style? I have it. Box 913C, B•T.

Top-notch announcer. Personable, mature, married. Personal interview April 17-28, New York —vicinity. Box 917C, B•T.

Announcer: Hollywood trained in all phases, strong on news and commercials; 26, two years college, third class ticket. Tape. Box 918C, B•T.

Announcer. Personality dee jay. Employed major market mid-altantic's leading independent. College graduate, 26. Seeks relocate northeast. Box 921C, B•T.

DJ Desires station staff connection. Studied under one of the greatest stars on tv today. Need more experience. Half hour 7½ tape on request, resume. Box 924C, B•T.

Combo man, 18 months experience. First phone, strong on news, commercials, DJ with gift of gab. Prefer states near Missouri. Lynn Bradley, Leonard, Missouri.

Announcer-DJ-control board, smooth news, commercials, friendly voice, some experience, married, veteran. Art Lorring, 2105 Daly, Bronx 60, N. Y. Fordham 7-2492.

News, DJ, commercials, control board. Conscientious and reliable. Married veteran, free to travel. Limited experience. Tape upon request. Al Martin, 891 Union Street, Brooklyn, N. Y.

Staff, midwest. Year experience; ability with good prospects. Clear mature commercial-news voice; pleasing DJ. Charles May, 3619 Paseo, Kansas City, Missouri. Phone Armour 5446.

Announcer, 3rd class ticket, operated board, seeking start in radio, reliable. Tape and photo upon request. Robert Muther, Bark River, Michigan.

Situations Wanted—(cont'd)

Announcer, disc jockey, newscaster, sportscaster, commercial announcer. Smooth, friendly delivery. Control board, some experience, radio acting, 3rd ticket, married, responsible, tape. Ted Nichols, 1938 East 1st Street, Brooklyn 23, N. Y. Nightingale 5-6132.

Versatile announcer—third class ticket. Control board operator. Can do all phases of announcing. Married. Will travel. Resume and tape available on request. c/o Paris, 3343 Seymour Avenue, Bronx 67, N. Y. OL 2-7460.

Announcer-control board operator, station staff, news, commercial, DJ. Experience light, potential asset, sober, reliable, travel, permanent connection, resume, tape. Steve Skokan, 705 Amboy Avenue, Fords, N. J.

Announcer, 23, several months experience, newscasting, DJ work, 3rd phone. Available at once. $55.00. Art Stevens, 1260 Central Ave., Far Rockaway, N. Y. HY 8-9876.

Experienced, versatile announcer. Excellent references. Seeking progressive station, preferably south. Harvey Streu, 2831 Lakeview Drive, Minneapolis, Minnesota.

Negro DJ, announcer, newscaster. Recent graduate of Cambridge School of Radio Broadcasting, N. Y. C. Strong DJ personality, down to earth selling. Audition, tape on request. Ambitious and will work diligently. Curtis Witherspoon, 1628 Dean Street, Brooklyn 16, N. Y.

Technical

First phone. Some announcing. Currently employed. Seeking better opportunity. Good references. Box 843C, B•T.

Engineer, first phone. Experienced all phases broadcast. Prefer southwest. Box 869C, B•T.

Have first phone, light transmitter, control, am, fm. Experience, available. Box 871C, B•T.

Engineer-fourteen years radio. Radio broadcast all phases. Now in television. Box 893C, B•T.

First-phone, recent RCA graduate. Seeks radio or television studio position. Box 894C, B•T.

Technician—1st class license, six years experience console, transmitter, recording remotes. Box 897C, B•T.

(Continued on next page)

COLLINS RADIO

NEEDS SALES ENGINEERS NOW

broadcast

communications

industrial components

Demand for Collins equipment in these fields is going up and experienced sales engineers are needed immediately. Positions are open in all five Collins regional offices.* Send complete personal resume, including your experience in either broadcast-communications or industrial components, plus salary requirements to Collins office nearest you. If you qualify for any of these opportunities, Collins will contact you for a personal interview. Take advantage of this chance to get ahead . . . write today.

* COLLINS RADIO COMPANY

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11 W. 42nd Street, NEW YORK 36, NEW YORK
2700 W. Olive Avenue, BURBANK, CALIFORNIA
1930 Hi-Line Drive, DALLAS 2, TEXAS
COLLINS RADIO COMPANY OF CANADA, LTD., 74 Sparks St., OTTAWA, ONTARIO

Situations Wanted—(cont'd)

Five years experience radio engineering. Installed remote equipment on transmitters, performed maintenance on equipment. Four months experience tv engineering. Veteran, 29, married, have car. Box 907C, B•T.

CIRE graduate, first phone, amateur license, 30 years electronic experience, want transmitter job. No broadcast experience. East Coast. George Martin, Box 111, Campbell Hall, New York.

Tapak walkie-tape-recorders, famous stars of radio, tv, experienced all sorts of remote situations. No salary, will travel. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Production-Programming, Others

Experienced, reliable radio newsman desires switch to am-tv operation in midwest. 1950 journalism degree. Top recommendations. Married. Box 754C, B.T.

Newscaster-editor. Ready to take over or assist editor metropolitan newsroom. News experience includes three years Washington, direction regional net. Box 811C, B.T.

Unusually versatile program director who announces, writes both commercials and scripts, able to do good promotion. Have gone through preparation for tv hearing. Hard working. Desires change. Available for $80.00. week. Box 888C, B.T.

Male Copywriter! Seven years experience. Enthusiastic references from satisfied sponsors. Samples on request. Will travel. Box 915C, B.T.

Television

Situations Wanted

Managerial

Tv merger—am sale makes available top reference, economy minded, nationally respected manager. Will welcome opportunity to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty years successful broadcasting background. Box 652C, B•T.

Announcers

Tv announcer, personality work and weatherman. Nine years radio-tv experience. Top references. Box 887C, B•T.

Technical

Chief engineer—College graduate, six years television experience, all phases, uhf-vhf. Box 889C, B•T.

Engineer-1st phone-radio-tv school graduate. Motion picture, photography and projectionist background. Employed presently as radar tester. Veteran, single, 27. Prefer west coast. Al Sakuma, 1746 Las Palmas, Hollywood, California.

Production-Programming, Others

Experienced tv art—Production planning, set design, lettering, illustrations, announcing. Now with large network affiliate, seeking smaller station—where diversification is a must. Box 855C, B•T.

Photographer—18 months television experience covering news, promotion, sales. 7 years photographic experience. Thorough knowledge all phases tv photography. Box 865C, B•T.

Tv and radio writer: Copywriter for 8 advertising agencies. 5 years of scriptwriting. Some directing and producing. Box 866C, B•T.

Want attractive gal with radio, tv talent experience? Now doing 11 live telecasts weekly. Large market. Budget cut, me too. References, resume. Box 868C, B•T.

Experienced tv producer-director. Presently employed large midwest market. Got ideas, want chance to use them. References, resume. Box 870C, B•T.

Network personality. Fine showman. Outstanding one-man radio show. Writer, singer, director. Called star-maker. Ability to make tv amateurs seem near professional. Is gentleman wishing harmonious association away from tension centers. Box 874C, B•T.

Program director, thoroughly conversant with programming and production, desires position with new station. Excellent references. Box 923C B•T.

Situations Wanted

Offering to tv stations unique and exciting ideas. Available immediately. Box 925C, B•T.

Available after April 19 when I graduate from 300 hour programming and production course at SRT studios, N. Y. Operational knowledge of RCA, DuMont cameras, switching, audio equipment, and film editing, projecting. Oberlin College. Writing, little theatre, selling experience. Vet, 25, single. John Langsdorf, High Point Terrace, Scarsdale, New York.

For Sale

Stations

One station market, 1kw daytime independent. Gross $50,000. Owners willing sacrifice. Box 880C, B•T.

250 watt full-time, Mutual affiliate, now making money. Good opportunity for owner-manager. Box 899C.

Florida, 250 watt exclusive market. Excellent equipment. Netting $45 M plus. Bargin buy. May Brothers, Binghamton, New York.

Ask for our free list of good radio buys. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Used 5 bay RCA superturnstile TF5A antenna channel 5 but turntable to 4 or 6. Box 901C, B•T.

Like new—Ampex console, model 403, tape recorder, complete with remote control head. Original cost approximately $1050.00, not including freight charges. $750.00. cash. Henderson Rogers, Chief Engineer, Radio Station KGKO, Dallas, Texas.

Stancil-Hoffman "minitape." Excellent electrical, mechanical condition. Records half hour with batteries. $195, cash. WKOX, Framington, Mass.

Like new Presto 88A recording amplifier. Gates de lux model 30 console with power supply as is. WPIK, Alexandria, Virginia.

New, used tape recorders. Trade-in excepted. Commercial Electronic Service, 2609 Olive Street, St. Louis, Missouri.

It's smart to be shifty. Why lug a maggie to a remote when you can wear a Tapak newscaster, the walkie tape "studio." No charging, no lines, just you. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Wanted to Buy

Stations

All or part of 1000-watter or under in Tucson or Phoenix, Arizona, area. Box 747C, B•T.

Equipment, etc.

Want field strength meter, RCA model WX-2C. Box 602C, B•T.

1 to 3 kw fm transmitter with frequency monitor, four doughnuts. Box 861C, B•T.

3 or 4 channel remote amplifier complete. Also two microphones. WGAC, Augusta, Georgia.

2—250 foot antennas. 2—5kw-am transmitters. 1—kw-am transmitter. 2—consoles. 4—turntables and associated equipment. 2—remote equipment. Please send price, make and model with complete information as to condition. Address reply to: Charlie Dowdy, WMGR, Bainbridge, Ga.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Instruction

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

OPPORTUNITY

North Carolina radio and television stations offer excellent opportunities for qualified personnel. One contact covers more than 100 stations. Apply to J. T. Snowden Jr., Secretary, North Carolina Association of Broadcasters, Post Office Drawer 1112, Tarboro, North Carolina. Don't Send Audition Material.

Television

Situations Wanted

Managerial

ANYONE FOR MAKING MONEY?

TV—Stations owners
General Managers
This man will make you
money as your

SALES MANAGER

Proven Record in
SALES—SALES MANAGEMENT
SALES PROMOTION—
MERCHANDISING

Read what they say:—

"exceptional ability in the matter of sales management."
—Sales Manager, NBC outlet

"I have found him extremely capable, energetic—unusually creative."
—Gen. Mgr., Mutual outlet

"recommend you unqualifiedly as the sales manager for a new or established TV station."
—Nat'l. Rep.

"I have had the opportunity to observe his work as a time salesman and Agency Radio-TV Director. It is a pleasure to recommend him."
—Vice Pres. in Charge of Sales, CBS outlet

"I can recommend him without qualification for any type of work involving sales promotion or merchandising."
—Ad Agency

"It will be a long, cold day before I ever run across anyone again who combines all of these talents."
—Adv. Mgr., Major Dept. Store

Available due to circumstances beyond his control.

SEEKING LONG TERM CONNECTION
Write—Wire Box 914C

MANAGER OR SALES MANAGER

for Radio and/or Television. If you are looking for a top caliber man with 16 years of sales and management experience then contact me. Mature executive ability. Outstanding sales record. Best references in the industry. Box 860C, B•T.

Salesman

TV SALES EXECUTIVE

Top Tv sales executive employed with one of the Country's leading television stations, anxious to relocate with family so that his eight years of television production and sales experience can be more fully utilized as sales manager of TV station in progressive and alert community. Excellent references. Write Box 920C, B•T.

Situations Wanted—(cont'd)

Production-Programming, Others

What Do You Offer?

I offer you a well rounded woman's television program as a result of four years of experience in this field. Presently doing nine shows weekly with top local rating and heavy commercial schedule in large metropolitan market. Prefer personal interview. Please state salary, availability and job potential. Box 916C, B•T.

For Sale

Equipment

FOR SALE

200 FOOT "STAINLESS" TV TOWER COMPLETE WITH SOCKET AND GUIDE PLATE FOR RCA 12-AH SUPERTURNSTILE ANTENNA. USED THREE MONTHS. COST $6,800.00. WILL TAKE $5,000.00. BOX 862C, B•T.

FOR SALE

RCA–BTA–1–M

1 KW TRANSMITTER

complete with

TUBES, CRYSTALS, SPARE TUBES

NEVER OUT OF ORIGINAL CRATES

PRICED FOR QUICK SALE

WIRE OR WRITE

Box 873C, B•T

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

Miscellaneous

STOLEN

FROM COMMUNITY TELEVISION SYSTEM OF WYOMING'S MICROWAVE STATION ON SHERMAN HILL NEAR LARAMIE, WYOMING, ON MARCH 17, 1954. 1-PB-501 TELEVISION RECEIVER AND POWER SUPPLY. 1-PORTABLE WAVEFORM MONITOR-MODEL TO-1. 1-PRIVATE EYE MONTIOR-MODEL ABC-112. PLEASE FORWARD ANY INFORMATION REGARDING THIS EQUIPMENT TO: COMMUNITY TELEVISION SYSTEM OF WYOMING, INC., 218 NORTH WOLCOTT, CASPER, WYOMING.

THE BEST IN COMPLETE

ERECTION OF TOWERS

ANTENNA LIGHTS CO-AX CABLE

WRITE CALL WIRE

J. M. HAMILTON & COMPANY

PAINTING ERECTION MAINTENANCE

YEARS OF EXPERIENCE

Box 2432, Tel. 4-2115, Gastonia, N. C.

(Continued from page 96)

Wausau, Wis., WSAU Inc., Wisconsin Valley Tv Corp.—Ordered that the revised tentative points of reliance of the parties in this proceeding for ch. 7, be submitted to each party, including counsel for the Broadcast Bureau, and to the Examiner on April 15, and that further hearing conference shall be held on April 16 (Docket 10907-08).

By Hearing Examiner H. Gifford Irion

Issued a Statement and Order in re applications of WSOC, Piedmont Electronics and Fixture Corp., Carolinas' Tv Corp., for ch. 9 in Charlotte, N. C., ordering that all exhibits for the affirmative cases of the parties will be brought to the office of the Hearing Examiner on April 5; that WSOC, bearing the lowest docket number, will present its case first, and the taking of testimony will commence April 7. The foregoing statement will govern the course of hearing (Dockets 8837 et al).

By Hearing Examiner William G. Butts

Fort Scott, Kan., Carthage Bcstg. Co.—Gave notice to Carthage Bcstg. Co. and to KWRT Boonville, Mo., of prehearing conference to be held April 1 in re application of Carthage Bcstg. Co. (Docket 10945; BP-8948).

By Hearing Examiner Annie Neal Huntting

Pursuant to agreement of counsel, the further hearing conference heretofore scheduled for March 30 was continued to March 31, in re applications of Texas State Network Inc., and Fort Worth Tv Co., for Tv Ch. 11 in Fort Worth, Texas (Dockets 10872, 10874). (Action of 3/24.)

By Memorandum Opinion and Order, ordered that George T. Hernreich shall file in triplicate, on or before April 13, a written statement, signed under oath, setting forth information requested by American Tv Co. (both applicants for ch. 5 in Fort Smith, Ark.), regarding assets, etc.; further that copies of such statement shall be furnished counsel for American and for the Broadcast Bureau on or before April 13 (Dockets 10893-94). (Action of 3/22.)

March 26 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Annie Neal Huntting

Recited action taken at a hearing conference in re applications of American Tv Co. and George T. Hernreich, applicants for ch. 5 at Fort Smith, Ark. (Dockets 10893-94), which statement shall control the subsequent course of hearing in this proceeding, unless modified by the Examiner for cause during the course of the hearing, or by the Commission upon a review of the Examiner's ruling.

By Hearing Examiner H. Gifford Irion

Radio Station WSOC Inc., Piedmont Electronics and Fixture Corp., Carolinas' Tv Corp., Charlotte, N. C.—By memorandum opinion and order, granted petition of Carolinas' Tv Corp. and Piedmont to enlarge the issues in proceeding re applications for ch. 9 (Docket 8837 et al), and added an issue re funds available to Radio Station WSOC Inc.

By Hearing Examiner Herbert Sharfman

Postponed further hearing conference scheduled for March 29 to March 31, in re applications of Wisconsin Bcstg. System Inc., et al, for ch. 12 in Milwaukee, Wis. (Docket 8954 et al).

By Hearing Examiner Charles J. Frederick

Straits Bcstg. Co., Midwestern Bcstg. Co., Cheboygan, Mich.—Gave notice that a prehearing conference will be held April 8 in re applications for am construction permits (Dockets 10667-68).

By Hearing Examiner John B. Poindexter

Ordered that the time for the informal exchange of Points of Reliance in re applications of Greater Huntington Radio Corp., et al, for ch. 13 at Huntington, W. Va. (Dockets 10863-65), be postponed from March 26 to April 5, and the formal presentation of said Points of Reliance and exchange of certain stipulations is postponed to April 9.

By Hearing Examiner J. D. Bond

Times-World Corp., Radio Roanoke Inc., Roanoke, Va.—Continued further hearing in re applications for tv ch. 7 (Dockets 10655-56), until time to be fixed by subsequent order, because of sudden illness and death of the president and principal owner of Times-World Corp.

March 30 Decisions

BROADCAST ACTIONS

Actions of March 26

Granted License

WBOY Tarpon Springs, Fla., WBOY Inc.—Granted license for am station; 1470 kc, 5 kw, D (BL-4953).

KTXJ Jasper, Tex., Jasper Bcstg. Co.—Granted license covering change in facilities, hours of operation, type transmitter and increase in height of tower; 1350 kc, 1 kw, D (BL-5231).

WPRY Perry, Fla., Pasco Bcstg. Co.—Granted license for am station; 1220 kc, 250 w, D (BL-5233).

WRON Ronceverte, W. Va., Blake Bcstg. Co.—Granted license covering installation of new transmitter (BL-5234).

WTIX New Orleans, La., Mid-Continent Bcstg. Co.—Granted license covering installation of a new transmitter (BL-5229).

WJBK-FM Detroit, Mich., Storer Bcstg. Co.—Granted license covering changes in licensed station; ch. 226 (93.1 mc), 30 kw, U (BLH-954).

Granted CP

WLIB New York, N. Y., New Bcstg. Co.—Granted CP to install new transmitter as an auxiliary transmitter, at present location of the main transmitter, to be operated on 1190 kc, 250 w (BP-9217).

WBOY Tarpon Springs, Fla., WBOY Inc.—Granted CP to change transmitter location (BP-9187).

Modification of CP

WDOT Burlington, Vt., W.D.O.T. Corp.—Granted mod. of CP for approval of antenna, transmitter location and specify studio location; condition (BMP-6442).

The following were granted mod. of CP's for extension of completion dates as shown:

KREM-FM Spokane, Wash., to 9-1-54; WNBK Cleveland, Ohio, to 10-25-54; KSWO-TV Lawton, Okla., to 10-24-54; WECT Elmira, N. Y., to 10-25-54; WPKO Waverly, Ohio, to 7-1-54, condition.

Actions of March 25

WVMI Biloxi, Miss., Radio Associates Inc.—Granted request for waiver of Sec. 3.30 (a) of the Commission's rules to permit the location of studio outside the city limits of Biloxi.

Modification of CP

The following were granted mod. of CP's for extension of completion dates as shown:

WJDW Boston, Mass., to 10-12-54; WCSC-TV Charleston, S. C., to 10-4-54; KFEQ-TV St. Joseph, Mo., to 10-15-54; KGMO-TV Cape Girardeau, Mo., to 6-15-54; WMGT Adams, Mass., to 10-15-54.

Actions of March 24

Granted License

WHDM McKenzie, Tenn., The Tri-County Bcstg. Co.—Granted license for am station; 1440 kc, 500 w, D (BL-5207).

WMLV Millville, N. J., Union Lake Bcstrs. Inc.—Granted license for am station; 1440 kc, 1 kw, DA-D (BL-5193).

WRNL-FM Richmond, Va., Richmond Newspapers Inc.—Granted license covering changes in station; ch. 271 (102.1 mc), 50 kw, U (BLH-953).

Modification of License

WILE Cambridge, Ohio, Land O' Lakes Bcstg. Corp.—Granted mod. of license to change name of corporation to The McClelland Bcstg. Corp. (BML-1580).

Granted CP

WPOR Portland, Me., Oliver Bcstg. Corp.—Granted CP to install new transmitter as auxiliary transmitter, at present location of the main transmitter, to be operated on 1490 kc, 250 w (BP-9164).

KMMJ Grand Island, Neb., Town & Farm Co.—Granted CP to install new transmitter as auxiliary transmitter, at present location of the main transmitter, to be operated on 750 kc, 1 kw (BP-9215).

Lost and Found
LOST: Sometime between December 1st and 7th, 1953. First place position in Pulse Radio Ratings for 3 out of a total of 72 quarter-hour segments. Need the 3 to complete perfect set of first-place ratings that would give WHIO-Radio 100% domination in the Great Miami Valley Market.

WHIO-RADIO ran up an almost impossible rating record for December with an almost perfect Pulse*. 66 out of 72 quarter-hour segments went to WHIO-AM over Stations B, C and D with 3 other segments tied. 2 segments lost to Station B and 1 to Station C by barest margins.

WHIO-TV ran up another strong Pulse** for that same period: 11 of the top 15 once-a-week shows and 6 of the top 10 multi-weekly shows were carried by WHIO-TV! And carried to more people with the World's Tallest TV Tower and a boost in power to 316,000 watts.

Dominate with either Saturate with both!

(George P. Hollingbery representatives show you *how* with full facts and figures.)

CHANNEL 7 DAYTON, OHIO

whio-tv

CBS • ABC • DUMONT

*Pulse survey based on 28,000 quarter-hour reports, 6 a.m. to 12 midnight, Dec. 1, 2, 3, 4, 7, 1953.

**Telepulse by Pulse—6 a.m. to 12 midnight, Dec. 1, 2, 3, 4, 5, 6, 7, 1953.

Modification of CP

WLAS Jacksonville, N. C., Seaboard Bcstg. Corp.—Granted mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6410).

WISH-TV Indianapolis, Ind., Universal Bcstg. Co.—Granted mod. of CP to install new transmitters, change type antenna and make other equipment changes; completion date 9-28-54 (BMPCT-1971).

The following were granted mod. of CP's for extension of completion dates as shown:

KBID-TV Fresno, Calif., to 10-12-54; WFIE Evansville, Ind., to 10-10-54; WFAR Farrell, Pa., to 11-4-54.

Actions of March 23

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WLNH Laconia, N. H.; WSID Baltimore, Md.; WAGM Presque Isle, Maine.

Modification of CP

WCHS-TV Charleston, W. Va., The Tierney Co.—Granted mod. of CP to change type antenna and make other equipment changes; antenna 670 ft.; completion date 10-11-54 (BMPCT-1964).

KTLN Denver, Colo., Radio Station KTLN Inc.—Granted mod. of CP for extension of completion date to 6-1-54; conditions (BMP-6455).

WSPD-TV Toledo, Ohio, Storer Bcstg. Co.—Granted mod. of CP for extension of completion date to 10-18-54 (BMPCT-1989).

Actions of March 22
Granted Authority

KMPC Los Angeles, Calif., KMPC, The Station of the Stars—Granted authority to modulate KMPC's transmitter with audio tones between 30 and 35 cycles with approx.. 25% modulation in order to test a Civil Defense alerting unit for the City of Los Angeles, for the period ending 4-15-54.

Granted License

KSIS Sedalia, Mo., Yates Bcstg. Co.—Granted license for am station; 1050 kc, 1 kw, D (BL-5227).

Modification of CP

WSRC Durham, N. C., Southern Radiocasting Co.—Granted mod. of CP for approval of antenna, transmitter and studio location and change type transmitter; condition (BMP-6449).

KNOX Grand Forks, N. Dak., Community Radio Corp.—Granted mod. of CP to change transmitter location; condition (BMP-6437).

The following were granted mod. of CP's for extension of completion dates as shown:

WQED Pittsburgh, Pa., to 4-13-55; KTVU Stockton, Calif., to 10-7-54; KWTV Oklahoma City, Okla., to 9-22-54; KHQA-TV Hannibal, Mo., to 9-24-54; WEMR Emporium, Pa., to 4-15-54; WANA Anniston, Ala., to 5-24-54.

March 31 Decisions

BROADCAST ACTIONS

Granted License

KREM Spokane, Wash., Louis Wasmer—Granted license for operation with 5 kw day, 1 kw night on 970 kc employing present antenna system, and granted CP for new 658-foot tower specified in BP-8712; engineering conditions.

SSA

The following stations were granted extensions of Special Service Authorizations on a temporary basis for the period ending May 31, 1954:

WNYC New York, for use of 830 kc, 1 kw, to operate additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis to 10:00 p.m. (EST).

KFAR Fairbanks, Alaska, for use of 660 kc, 10 kw, unlimited.

KWBU Corpus Christi, Tex., for use of 1030 kc, 50 kw, from local sunrise Boston, to local sunset Corpus Christi.

WOI Ames, Iowa, for use of 640 kc, 1 kw, from 6 a.m. to local sunrise (CST).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WJOY Burlington, Vt.; WKNB New Britain, Conn.; WNHC-FM New Haven, Conn.; WSPR Springfield, Mass.; WTSA Brattleboro, Vt.; WWON-FM Woonsocket, R. I.; WFMR-FM New Bedford, Mass.; WLNH Laconia, N. H.; WRZE (FM) York, Pa.; WKNK Muskegon, Mich.; KIKI Honolulu, T. H.; KSJO San Jose, Calif.; KBKW Aberdeen, Wash.; WPWA Chester, Pa.

TELESTATUS

April 5, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►**WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000**
►**WBRC-TV (6) NBC; Katz; 184,300**
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown

Decatur†—
WMSL-TV (23) 12/26/52-5/1/54

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
►**WKAB-TV (48) CBS, DuM; Forjoe; 53,149**
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►**WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 25,700**
Montgomery Bcstg. Co. (12) Headley-Reed; 3/25/54-10/1/54

Selma†—
Deep South Bcstg. Co. (8) 2/24/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Newest Starters

Listed below are the newest stations that have started commercial operation:

WSLI-TV Jackson, Miss. (ch. 12), March 27.

WMUR-TV Manchester, N. H. (ch. 9), March 28.

WJPB-TV Fairmont, W. Va. (ch. 35), March 28.

WKAQ-TV San Juan, P. R. (ch. 2), March 28.

ARIZONA

Mesa (Phoenix)—
►KTYL-TV (12) NBC, DuM; Avery-Knodel; 90,607

Phoenix—
►KOOL-TV (10) ABC; Blair; 90,607
►KPHO-TV (5) ABC, CBS, DuM; Katz; 90,607

Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 21,800
►KVOA-TV (4) NBC; Raymer; 21,800

Yuma†—
►KIVA (11) DuM; Forjoe; 17,462

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION MARKET
Southwest
with
MAXIMUM POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area
NOW
368,500
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

ARKANSAS

El Dorado†—
South Arkansas Tv Co. (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
KARK-TV (4) NBC; Petry; 6/18/53-4/15/54 (granted STA Jan. 11)
KETV (23), 10/30/53-Unknown
► KRTV (17) CBS, DuM; 51,000

Pine Bluff†—
► KATV (7) ABC; Avery-Knodel; 58,772

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 55,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 109,692

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-Unknown*

Chico—
► KHSL-TV (12) CBS, NBC, DuM; Grant; 34,275

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KELB (16) 2/10/54—Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000

Fresno—
► KBID-TV (53) Meeker
► KJEO-TV (47) ABC, CBS; Branham; 92,052
► KMJ-TV (24) CBS, NBC; Raymer; 85,841

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,793,763
► KCOP (13) Katz; 1,793,763
► KHJ-TV (9) DuM; H-R; 1,793,763
► KNBH (4) NBC; NBC Spot Sls.; 1,793,763
► KNXT (2) CBS; CBS Spot Sls.; 1,793,763
► KTLA (5) Raymer; 1,793,763
► KTTV (11) Blair; 1,793,763
► KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) CBS; Hollingbery; 190,212

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) 63,265
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 381,361

San Bernardino†—
KITO-TV (18), 11/6/52-Unknown

San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
► KFSD-TV (10) NBC; Katz; 206,382
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 838,600
► KPIX (5) CBS, DuM; Katz; 838,600
► KRON-TV (4) NBC; Free & Peters; 838,600
► KSAN-TV (32) McGillvra

San Jose†—
Standard Radio & Tv Co. (11), Initial Decision 11/18/53

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 65,489

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 430,000

Stockton†—
► KTVU (36) Hollingbery
KHOF (13) 2/11/54-6/1/54

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 123,000

COLORADO

Colorado Springs†—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 40,743
► KRDO-TV (13) NBC; McGillvra; 35,600

Denver—
► KBTV (9) ABC; Free & Peters; 209,306
► KFEL-TV (2) DuM; Blair; 209,306
► KLZ-TV (7) CBS; Katz; 209,306
► KOA-TV (4) NBC; Petry; 209,306
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 39,720
► KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 59,127
WSJL (49), 8/14/52-Unknown

Hartford†—
*WHDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
► WKNB-TV (30) CBS, DuM; Bolling; 153,406

New Haven—
WELI-TV (59), H-R; 6/24/53-Summer '54
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 117,660

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 201,639
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls; 605,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 42,416
► WMBR-TV (4) CBS, NBC, DuM; CBS Spot Sls.; 233,647
WOBS-TV (30) Stars National; 8/12/53-5/1/54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-5/1/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 238,000
WMFL (33), 12/9/53-Unknown

Orlando†—
WDBO-TV (6) ABC, DuM; Blair; 10/14/53-May '54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 52,500
► WPFA (15) CBS, DuM; Young; 14,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54

West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-Unknown
► WIRK-TV (21) ABC, NBC, DuM; Weed; 23,650
WJNO-TV (5) 11/4/53-8/1/54
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 222,400

GEORGIA

Albany†—
WALB-TV (10) Burn-Smith; 1/13/54-4/1/54

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 73,100
► WRDW-TV (12) CBS; Headley-Reed; 50,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 48,720
► WRBL-TV (4) CBS; Hollingbery; 59,653

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 94,380

Savannah—
► WTOC-TV (11) ABC, CBS; Katz; 18,312

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-4/15/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 29,750
► KIDO-TV (7) ABC, NBC, DuM; Blair; 24,800

Idaho Falls—
► KID-TV (3) CBS, NBC, DuM; Gill-Perna; 15,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KFXD-TV (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 205,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 237,500
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,618,145
► WBKB (7) ABC; Blair; 1,618,145
► WGN-TV (9) DuM; Hollingbery; 1,618,145
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,618,145
WOPA-TV Inc. (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Danville—
►WDAN-TV (24) ABC; Everett-McKinney; 30,000

Decatur—
►WTVP (17) ABC, DuM; George W. Clark; 129,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
►WSIL-TV (22)

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
►WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 137,630
►WTVH-TV (19) ABC, DuM; Petry; 106,405

Quincy†—
►KHQA-TV (7) (See Hannibal, Mo.)
►WGEM-TV (10) ABC, NBC; Avery-Knodel; 96,600

Rockford—
►WREX-TV (13) ABC, CBS; H-R; 173,002
►WTVO (39) CBS, NBC, DuM; Weed; 75,000

Rock Island (Davenport, Moline)—
►WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
►WICS (20) ABC, NBC, DuM; Young; 65,000 65,000

INDIANA

Bloomington—
►WTTV (4) ABC, CBS, NBC, DuM; Meeker. 524,003

Elkhart†—
►WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
►WFIE (62) Venard; 41,750

Fort Wayne—
►WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 75,344
Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53

Indianapolis—
►WFBM-TV (6) ABC, CBS, NBC, DuM; Katz, 462,120
WISH-TV (8) Bolling; 1/28/54-7/1/54
WJRE (26), 3/26/53-Unknown

LaFayette†—
►WFAM-TV (59) Rambeau; 46,700

Muncie—
►WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 64,250

Princeton†—
►WRAY-TV (52) Walker; 35,000

South Bend—
►WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 100,792

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54

Waterloo†—
WINT (15) 4/6/53-6/15/54

IOWA

Ames—
►WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
►KCRI-TV (9) H-R; 100,000
►WMT-TV (2) CBS, DuM; Katz; 217,594

Davenport (Moline, Rock Island)—
►WOC-TV (5) NBC; Free & Peters; 264,811

Des Moines—
►KGTV (17) Hollingbery; 46,713
WHO-TV (13) NBC; Free & Peters; 9/2/53-4/25/54 (granted STA March 5)

Fort Dodge†—
►KQTV (21) Pearson; 42,100

Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-May '54

Sioux City—
KCTV (36), 10/30/52-Unknown
►KVTV (9) CBS, NBC, DuM; Katz; 100,010
KTIV (4) Hollingbery; 1/21/54-Fall '54

Waterloo†—
►KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

KANSAS

Great Bend†—
Central Kansas Tele. Co. (2) 3/3/54-Unknown

Hutchinson—
►KTVH (12) CBS, DuM; H-R; 100,000

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
►KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000

Topeka—
KTKA (42), 11/5/53-Unknown
►WIBW-TV (13) CBS; Capper Sls.; 46,953

Wichita—
KAKE Bcstg. Co. (10), Initial Decision 10/30/53
►KEDD (16) ABC, NBC; Petry; 61,545

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson†—
►WEHT (50) CBS; Meeker; 39,189

Lexington†—
*WLAP-TV (27) 12/3/53-*See footnote (c)
The Central Kentucky Bcstg. Co. (18) Initial Decision 3/10/54

Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 385,904
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
►WKLO-TV (21) ABC, DuM; Venard; 81,942
WQXL-TV (41) Forjoe; 1/15/53-Summer '54

Newport†—
WNOP-TV (74) 12/24/53-Unknown

Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54

Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 46,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54

Lafayette†—
KVOL-TV (10) 9/16/53-7/1/54
KLFY-TV (10) Rambeau; 9/16/53-7/1/54

Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
►KTAG (25) ABC, CBS, DuM; Young; 15,000

Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 101,000
►KFAZ (43) Pearson; 16,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Spring '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 244,792
►WJMR-TV (61) DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown

Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 34,300

MAINE

Bangor†—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 53,600
Murray Carpenter & Assoc. (2) 3/26/54-Unknown

Lewiston—
►WLAM-TV (17) CBS, DuM; Everett-McKinney; 18,179

Poland†—
WMTW (8) 7/8/53-7/1/54

Portland—
►WCSH-TV (6) NBC; Weed; 84,527
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54
►WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 35,400

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 539,503
►WBAL-TV (11) NBC; Petry; 539,503
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 539,503
WTLF (18) 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54

Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-4/15/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) DuM; Walker; 180,000

Boston—
WBOS-TV (50), 3/26/53-Unknown
►WBZ-TV (4) NBC; Free & Peters; 1,162,627
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44), 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,162,627

Brockton†—
WHEF-TV (62), 7/30/53-Fall '54

Cambridge (Boston)—
►WTAO-TV (56) DuM; 104,285

Lawrence†—
WGIM (72), 6/10/53-Unknown

New Bedford†—
WTEV-TV (28) Walker; 7/11/53-Summer '54

Pittsfield†—
WBEC-TV (64), 11/12/53-Unknown

Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 128,000
►WWLP (61) ABC, NBC; Hollingbery; 128,000

Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-Aug. '54
►WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 18,000
*WUOM-TV (*26), 11/4/53-Unknown*

Battle Creek—
WBCK-TV (53) Headley-Reed; 11/20/52-Summer '54
►WBKZ (64) ABC; Weed; 55,924

Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed

Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 42,772

Detroit—
WCIO-TV (62), 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,420,500
►WWJ-TV (4) NBC; Hollingbery; 1,144,890
►WXYZ-TV (7) ABC; Blair; 1,140,000

WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ
Owned and Operated by THE DETROIT NEWS

National Representative
THE GEORGE P. HOLLINGBERY CO.

East Lansing†—
► WKAR-TV (*60)

Flint—
WFDF-TV (12), Initial Decision 8/11/53
► WTAC-TV (16) ABC; Raymer; 54,680

Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 376,533

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 367,839

Lansing—
► WILS-TV (54) ABC, DuM; Venard; 35,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 252,000

Muskegon†—
WTVM (35), 12/23/53-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 73,225
WSBM-TV (51), 10/29/53-Unknown

Traverse City†—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 78,925

Duluth†—
► KDAL-TV (3) NBC; Avery-Knodel
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
► WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 425,700
► WTCN-TV (11) ABC; Blair; 427,000

Rochester—
► KROC-TV (10) ABC, NBC, DuM; Meeker; 60,000

St. Paul (Minneapolis)—
► KTSP-TV (5) NBC; Petry; 436,700
► WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown

Jackson—
► WJTV (25) ABC, CBS, NBC, DuM; Katz; 32,000
► WLBT (3) NBC; Hollingbery; 85,607
► WSLI-TV (12) ABC; Weed

Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-April '54
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559

Festus†—
► KACY (14) Raymer; 201,200

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 107,110

Joplin†—
KSWM-TV (12) CBS; Rambeau; 12/23/53-Fall '54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 380,450
► KMBC-TV (9) CBS; Free & Peters; 380,450
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 380,450
► WHB-TV (9) CBS; Blair; 380,450

Kirksville†—
KTVO (3) 12/16/53-6/15/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 94,289

St. Louis—
► KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 611,252
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-4/15/54

Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 9,000

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,200

Great Falls†—
► KFBB-TV (5) CBS; Headley-Reed

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13) CBS, DuM; Meeker; 20,500

Lincoln—
► KFOR-TV (10) ABC; Raymer; 89,122
► KOLN-TV (12) ABC, DuM; Avery-Knodel; 72,390

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 227,689
► WOW-TV (6) DuM, NBC; Blair; 227,689

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401

Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC; Weed

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
► WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson; 16,135
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*

Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown.

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 41,000
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 40,548

Roswell†—
► KSWS-TV (8) ABC, DuM; Meeker; 19,233

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 72,345
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 269,880
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WBLD (5) 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 394,533. See footnote (a).
► WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000
*WTVF (*23) 7/24/52-Unknown*
Niagara Frontier Amusement Corp. (2) Initial Decision 2/17/54

Carthage†—
The Brockway Co. (7) ABC, CBS; 3/3/54-Summer '54

Elmira—
► WECT (18) NBC; Everett-McKinney; 28,639
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 27,485

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston†—
WKNY-TV (66) CBS, NBC, DuM; Meeker; 1/23/53-5/1/54

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 216,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 216,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 190,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 306,200
► WTRI (35) CBS; Headley-Reed; 70,188

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 299,401
*WHTV (*43), 9/13/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 336,690

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 135,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 16,000
WLOS-TV (13) 12/9/53-Aug. '54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 40,000
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 391,158

Durham†—
WTIK-TV (11) 1/21/54-Unknown

Fayetteville†—
Fayetteville Bcstrs. Inc. (18) Initial Decision 3/16/54

Goldsboro†—
WTVX (34), 9/30/53-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/30/53-Unknown
► WFMY-TV (2) CBS; Harrington, Righter & Parsons; 219,203

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 45,000

Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 52,190

Wilmington†—
WMFD-TV (6) NBC; Weed; 7/30/53-4/1/54
WTHT (3) 2/17/54-5/15/54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 182,007
► WTOB-TV (26) ABC, DuM; H-R; 47,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 17,000

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 49,431

Ashtabula†—
► WICA-TV (15) 17,500

Cincinnati—
*WCET (*48), 12/2/53-Unknown*
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 834,286
► WNBK (4) NBC; NBC Spot Sls; 865,425
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 336,737

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 540,470
WIFE (22) See footnote (d)
► WLWD (2) NBC; WLW Sls; 310,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/53-Spring '54
► WLOK-TV (73) CBS, NBC, DuM; H-R; 49,079

Massillon†—
WMAC-TV (23) Petry; 9/4/53-4/15/54
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,000

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 279,029

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 114,699
WUTV (21) Petry; 9/25/53-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 29,351

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54

Enid†
KGEO-TV (5), 12/16/53-Unknown

Lawton†—
► KSWO-TV (7) Everett-McKinney; 36,217

Steubenville—
Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
Tulsa Bcstg. Co. (8) Initial Decision 3/3/54

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, DuM; H-R; 100,082
► KWTV (9) CBS; Avery-Knodel; 256,102
► WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 256,102
*KETA (*13) 12/2/53-Unknown*

Tulsa—
► KCEB (23) Bolling
► KOTV (6) ABC, CBS, NBC; Petry; 229,000
KSPG (17) 2/4/54-Unknown

OREGON

Eugene†—
KVAL-TV (13) NBC; Hollingbery; 5/14/53-4/13/54

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 167,183
► KPTV (27) NBC; NBC Spot Sls.; 161,309
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KSLM-TV (3), 9/30/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39), 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 64,427

Chambersburg†—
► WCHA-TV (46) Forjoe; 13,500

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 65,098

Erie—
► WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500
WSEE (35) CBS; Avery-Knodel; 10/14/53-4/25/54
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-5/1/54
► WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 750,453

Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 289,960
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
► WLBR-TV (15) Pearson; 138,300

New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 109,691

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000
► WFIL-TV (6) ABC, DuM; Katz; 1,793,362
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 808,780
► WENS (16) ABC, CBS; Petry; 236,452
► WKJF-TV (53) CBS, NBC, DuM; Weed; 236,000
*WQED (*13) 5/14/53-4/5/54 (granted STA Oct. 14)*
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973
► WHUM-TV (61) CBS; H-R; 175,000

WLBT Channel 3
IN JACKSON

COVERS THE MISSISSIPPI MARKET
AND PART OF LOUISIANA

MAXIMUM POWER OF 100,000 WATTS. The only Mississippi station operating on full power authorized by FCC.

NBC PRIMARY AFFILIATE. WLBT has been ordered for practically every top NBC program.

LARGE LOYAL AUDIENCE. More than 75,000 sets in coverage area and growing every day.

Get the facts about

WLBT is companion operation of WJDX-AM and -FM, the first station in Mississippi for 24 years . . . NBC affiliate since 1929.

WLBT Channel 3

Represented Nationally by

GEO. P. HOLLINGBERY COMPANY

NEW YORK CHICAGO ATLANTA SAN FRANCISCO LOS ANGELES

Scranton—
► WARM-TV (16) ABC; Hollingbery; 135,000
► WGBI-TV (22) CBS; Blair; 152,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 149,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 160,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54
York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
► WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,098,189
WNET (16) ABC, DuM; Raymer; 4/8/53-4/1/54 (granted STA Feb. 3)
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54), 10/21/53-Unknown
Anderson†—
► WAIM-TV (40) CBS; Forjoe; 43,500
Camden†—
WACA-TV (15) 6/3/53—Unknown
Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 72,428
Southern Bcstg. Co. (2) NBC; 3/25/54-9/1/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 41,207
► WIS-TV (10) NBC; Free & Peters; 94,056
► WNOK-TV (67) CBS, DuM; Raymer; 39,799
Florence†—
WPDV (8), CBS; 12/25/53 Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 287,266
► WGVL (23) ABC, DuM; H-R; 55,353
Greenwood†—
WCRS-TV (21), 4/8/53-Unknown
Spartanburg†—
WSPA-TV (7) CBS; 11/25/53-Unknown
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Rapid City†—
The Hills Bcstg. Co. (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC; Raymer; 53,076

TENNESSEE

Chattanooga†—
WOUC (49) Pearson; 8/21/52-Unknown
WDEF-TV (12) NBC; Branham; 1/28/54-4/25/54
Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Summer '54
Johnson City†—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 54,209
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 63,620
► WTSK (26) CBS, DuM; Pearson; 58,550
Memphis—
► WHBQ-TV (13) CBS; Blair; 257,000
► WMCT (5) NBC; Branham; 257,000
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 184,122
► WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 184,122
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/1/54

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

TEXAS

Abilene†—
► KRBC-TV (9) Pearson; 20,810
Amarillo—
► KFDA-TV (10) ABC,CBS; Branham; 46,868
► KGNC-TV (4) NBC, DuM; Katz; 46,868
KLYN-TV (7), 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 67,736
Beaumont†—
KBMT (31), 12/4/52-Unknown
KTRM-TV (6), Initial Decision 7/22/53
Corpus Christi†—
KVDO (22) 1/6/53-6/15/54
KTLG (43) 12/9/53-Unknown
Dallas—
KDTX (23), 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 368,500
► WFAA-TV (8) ABC, NBC, DuM; Petry; 322,500
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 46,651
► KTSM-TV (9) NBC; Hollingbery; 39,400
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
KTCO (20), 3/11/53-Unknown
► WBAP-TV (5) ABC, NBC; Free & Peters; 306,323
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 276,000
Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 31,300
Houston—
► KNUZ-TV (39) DuM; Forjoe; 68,144
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500
KTVP (23), 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29), 6/18/53-Unknown
Houston Tv Co. (13), 2/23/54 Unknown
Longview†—
► KTVE (32) Forjoe; 16,100
Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 44,387
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 44,387
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54
Marshall†—
KMSL (16), 6/25/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 30,000
San Angelo—
► KTXL-TV (8) CBS; Venard; 21,115
San Antonio—
KALA (35), 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 185,856
► WOAI-TV (4) NBC; Petry; 185,856
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 71,815
Texarkana—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 66,223
Tyler†—
► KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 18,232
KLTV (7) 1/27/54-Unknown
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC; Pearson; 28,000
Weslaco†—
KRGV-TV (5) NBC, DuM; Raymer; 7/16/53-4/5/54 (granted STA Jan. 18)
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 85,300
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11), 12/2/53-Unknown
Salt Lake City—
► KDYL-TV (4) NBC; Blair; 155,300
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 155,300
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WCAX Bcstg. Corp. (3) CBS; Weed; 3/12/54-8/15/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Hollingbery; 15,000
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 88,300
Harrisonburg†—
► WSVA-TV (3) NBC; Devney; 78,345
Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery 102,281
Newport News—
WACH (33) See footnote (d)
Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; 211,772
► WTOV-TV (27) ABC, DuM; Forjoe; 92,000
► WVEC-TV (15) See Hampton
Richmond—
WOTV (29), 12/2/53-Unknown
► WTVR (6) ABC, CBS, NBC, DuM; Blair; 435,949
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 241,158

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 54,097
Seattle—
► KING-TV (5) ABC; Blair; 339,400
► KOMO-TV (4) NBC; Hollingbery; 339,400
*KUOW-TV (*9), 12/23/53-September '54*
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 55,048
► KXLY-TV (4) CBS, DuM; Walker; 67,159
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (13) Branham; 339,400
► KTNT-TV (11) CBS, DuM; Weed; 339,400
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) CBS; Weed; 18,450

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 35,900
WCHS-TV (8) CBS; Branham; 2/11/54-7/15/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna
Huntington—
► WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 382,352
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 20,000
Wheeling—
WLTV (51), 2/11/53-Unknown
► WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
Valley Telecasting Co. (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC; Raymer; 10/28/53-7/1/54
WTLB (38) 12/16/53-Unknown
Madison—
*WHA-TV (*21) 10/7/53-5/3/54*
► WKOW-TV (27) CBS; Headley-Reed; 40,500
► WMTV (33) ABC, DuM; Meeker; 36,500
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 285,000
► WOKY-TV (19) ABC, DuM; H-R; 236,640
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 660,770
Neenah†—
► WNAM-TV (42) George Clark
Superior†—
► WDSM-TV (6) CBS; Free & Peters
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54

WYOMING

Casper†—
KSPR-TV (2), 5/14/53-Unknown
Cheyenne†—
► KFBC-TV (5) CBS; Hollingbery

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed
► KTVA (11) NBC, DuM; Feltis
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
► KGMB-TV (9) ABC, CBS; Free & Peters; 50,000
► KONA (11) NBC, DuM; NBC Spot Sls; 50,000
KULA-TV (4) ABC; Headley-Reed; 5/14/53-4/16/54 (granted STA Feb. 1)

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

PUERTO RICO

San Juan†—
WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 8/12/53-4/9/54 (granted STA March 5)
▶WKAQ-TV (2) Inter-American; 6,500

CANADA

London†—
▶CFPL-TV (10) 35,000
Montreal—
▶CBFT (2) 143,005
▶CBMT (6) 143,005
Ottawa—
▶CBOT (4) 10,100
Sudbury†—
▶CKSO-TV (5) 5,615
Toronto—
▶CBLT (9) 222,500
Vancouver—
▶CBUT (2)

MEXICO

Matamoros† (Brownsville, Tex.)—
▶XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200
Tijuana† (San Diego)—
▶XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 374; total cities with stations on air: 248. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 28,965,657.
*** Indicates educational stations.**
† Cities NOT interconnected with AT&T.
(a) Figure does not include 285,417 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.
(d) WACH (TV) and WIFE (TV) have suspended regular operation, but have not turned in CP's.

UPCOMING

APRIL

April 5: NARTB Sports Committee, Ambassador Hotel, New York.
April 5-7: CBS-TV Film Sales Clinic, New York.
April 6: NARTB Freedom of Information Committee, Ambassador Hotel, New York.
April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.
April 8: Nebraska Broadcasters Assn., Hotel Paddock, Beatrice.
April 9-10: Alabama Broadcasters Assn., Admiral Semmes Hotel, Mobile.
April 9-10: Washington State Assn. of Broadcasters, Ridpath Hotel, Spokane.
April 11: Replies due to comments on FCC proposed license fees.
April 12-18: National Advertising Agency Network management conference, Boca Raton Hotel & Club, Boca Raton, Fla.
April 13: Sigma Delta Chi awards dinner, New York.
April 14: Penn-Del AP Radio Assn., WCAU Radio-Tv Center, Philadelphia.
April 18-23: Inside Advertising Week.
April 19: Advertising seminar, Canadian Assn. of Radio-Tv Broadcasters, Toronto.
April 22-24: American Assn. of Advertising Agencies, Greenbrier, White Sulphur Springs, W. Va.
April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.
April 23-24: New Mexico Broadcasters Assn., Navajo Lodge, Ruidoso.
April 23-25: Fourth District, Advertising Federation of America, Soreno Hotel, St. Petersburg, Fla.
April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.
April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.
April 25: Los Angeles Advertising Women, awards dinner, Los Angeles.
April 27-29: Senate Communications Subcommittee holds open hearings on status and development of ultra high frequency channels and consideration of Johnson multiple-ownership bill. Room G-16, Senate Office Bldg. 10 a.m.
April 28: Brand Names Day.
April 28-29: Pennsylvania Assn. of Broadcasters, Pocono Manor Inn, Mt. Pocono.
April 29-May 1: Southern California Advertising Agencies Assn., Deep Well Inn, Palm Springs.
April 30-May 1: Radio-tv news clinic, U. of Illinois, Urbana.

MAY

May 3-6: Premium Advertising Conference, Conrad Hilton Hotel, Chicago.
May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.
May 4-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 5-7: IRE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.
May 14: International Advertising Assn., Hotel Plaza, New York.
May 15: Indiana Radio-Tv Newsmen, WISH studios, Indianapolis.
May 18-21: RTNDA tv news seminar, Orrington Hotel, Evanston, Ill.
May 23-27: NARTB Convention, Palmer House, Chicago.
May 24-26: National Telemetering Conference, Hotel Morrison, Chicago.

JUNE

June 3-4: National Assn. of Tv & Radio Farm Directors, Hotel Fontenelle, Omaha, Neb.
June 4: Mike & Screen Awards, Radio-Newsreel-Tv Working Press Assn. of New York, Waldorf-Astoria.
June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.
June 20-23: Advertising Federation of America, Hotel Statler, Boston.
June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.
June 27-30: Advertising Assn. of the West Salt Lake City.
June 28-Aug. 6: Summer Institute of Radio & Tv, co-sponsored by NBC and Barnard College, New York.

SPECIAL LISTING

BMI Program Clinics

April 5: Hutchinson, Kan.; Altoona, Pa.
April 7: Beatrice, Neb.; Camden, N. J.
April 9: Des Moines, Iowa; Washington, D. C. (D. C.-Md.)
April 12: Chicago; Hamilton, Ont.
April 13: Milwaukee, Wis.
April 14: Syracuse, N. Y.
June 7: Winnipeg, Man.
June 9: Regina, Sask.
June 11: Edmonton, Alta.
June 14: Amherst, N. B.; Butte, Mont.
June 16: Boston; (city unnamed) Idaho
June 18: Portland, Me.; Salt Lake City
June 21: Colorado Springs, Colo.
June 23: Huron, S. D.
June 25: (city unnamed) Indiana

take a shot at a

HALF-BILLION DOLLAR MARKET

Columbia, South Carolina's 14-County trading area

WNOK-TV

COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.

COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. $578,686,000!*

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

Network Affiliation: WNOK-TV Channel 67
CBS-TV—Du Mont
WNOK 1230 kc.
MUTUAL

Represented By Paul H. Raymer Co.

PALMETTO RADIO CORPORATION
Studios: 1811 Main Street • COLUMBIA S.C.

Early 18th Century Blunderbuss

There's Hyde; Why Seek?

NOW PLAYING on the Washington scene (but mostly behind it) is a dramatic sequence depicting the extent to which politics, rather than performance, affect the direction of the FCC.

At issue is the chairmanship of the Commission. The Republican National Committee isn't happy about the stewardship during the last year of Chairman Rosel H. Hyde, because he hasn't appointed enough deserving Republicans to the FCC staff. In Congress there is some dissatisfaction, because the FCC hasn't "expedited" vhf hearings in which constituents of certain Senators are involved.

And at the White House, where these gripes have converged, there's the attitude that perhaps a "new broom" is needed. The President names the chairman from among the FCC membership. The chairmanship isn't subject to Senate confirmation.

On April 18, the one-year term to which Chairman Hyde had been named, expires. The President can reappoint him, or he can select any other member. Or he can just let Mr. Hyde's chairmanship ride until such time as he makes up his mind.

The President created an undesirable precedent when he named Mr. Hyde for a year. Heretofore the chairman has been named without tenure, to serve as long as the President wished. The chairman then had more certain control of FCC affairs. He wasn't as allergic to the blandishments of politicians who could use a temporary tenure as a pressure point.

Mr. Hyde has accomplished almost the impossible in his guidance of FCC activities. He has kept the FCC out of hot water, except for the bleatings of the self-serving politicians. He hasn't fired hold-over Democrats wholesale for several reasons. There are the civil service regulations to be complied with. There is a dearth of qualified replacements. The FCC isn't and should not be a political dumping ground. It is an expert agency serving a highly sensitive field.

The White House and the Republican Committee have been deluged with endorsements of Mr. Hyde. Most of his own colleagues on the FCC favor his reappointment. It is our view that 99% of the nation's broadcasters are for him. Why the political abracadabra?

The President is interested in efficient administration. The FCC, as presently constituted, is just about the best that has ever served, with plenty of give-and-take and interplay of philosophies. He can keep it that way by retaining the existing order and by giving Chairman Hyde the confidence vote he deserves through reappointment without that one-year limitation.

Exercised Over Excise Taxes

THE QUEST of set manufacturers for excise tax relief at this session of Congress was a case of too little—too late.

There had been no concerted drive to convince the tax committees of the need for reductions in imposts on radio and television sets. Yet amusement houses, furs, jewelry, and other commodities hardly in the non-luxury categories are being accorded relief.

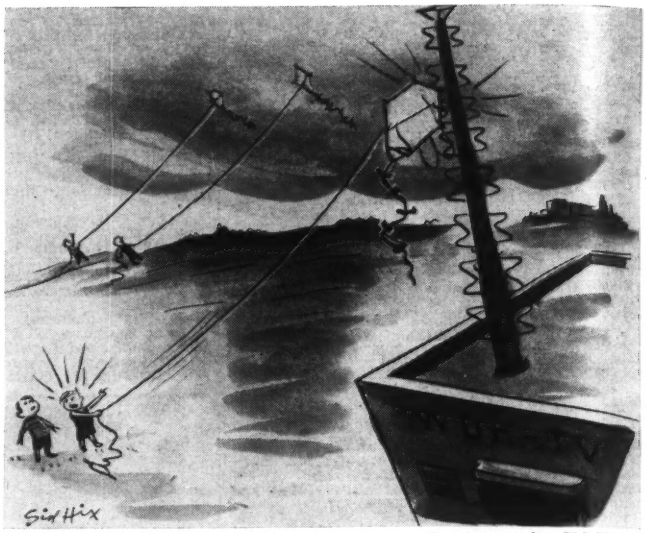
RETMA President Glen McDaniel, in his appearance last month before the Senate Finance Committee, made his usual excellent presentation. His arguments were cogent and realistic. But those who know their way around Congress recognize that a single appearance before a Congressional committee doesn't usually impel favorable action.

The industries obtaining varying degrees of tax relief have been active in Washington for years. They have made organized efforts to convince key members in both Houses of their need for help.

Can radio or television be regarded as in the luxury category? Should the public pay (at the manufacturer's level) a 10% tax on sets while minks, diamonds and movie admissions get sharp reductions in excises? Should color television's development be impeded by a 10% levy, when Congress customarily encourages new products, notably in these times when employment in the electronics industry has slumped?

After Mr. McDaniel's appearance, Chairman Millikin (R-Colo.) of the Senate Finance Committee suggested that manufacturers try again next year. It behooves them—and broadcasters too—to keep plugging from now on.

The broadcasters' interest is obvious. Anything that encourages the sale of sets increases the broadcasters' circulation.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Wait 'til CAB hears about this!"

Bulls on the Kilocycles

THROUGHOUT the nation we sense a change in the general outlook of radio broadcasters. Bears are turning into bulls.

The change is particularly noticeable in established television markets where radio survived the buffeting of first tv impact and has definitely come back into its own as a primary medium.

The unhappy truth is that until quite recently too many broadcasters were thinking only of the day they could get into television. The natural companion to such a yearning was a disinterest, if not dissatisfaction, in their radio work. Happily, events have shown that radio retains the rewards of a healthy business.

If proof of the general improvement in the state of mind of broadcasters were needed, it could be found in such assemblies as the program clinics which have recently been conducted by Broadcast Music Inc. Attendance at the clinics is up, discussion is more lively. Our representatives who have attended these meetings report that broadcasters appear more confident and more vigorous than they have appeared in years.

True, those in areas where tv is just getting started are experiencing what their fellows in older tv markets went through before them. They may take heart, however, in remembering that their difficulties should not be nearly as severe as those which the veterans of the early tv competition endured. They will not have to cope with the antagonism which radio's biggest customers developed three or four years ago when they first fell under the charm of tv. Nowadays, the biggest customers are turning back to radio albeit with greater emphasis on spot.

The new bullishness in radio is not unrealistic. It is founded on the unarguable fact that radio occupies an absolutely unique place among media and that it and television are destined to coexist as advertising services.

'Amateur' $port$

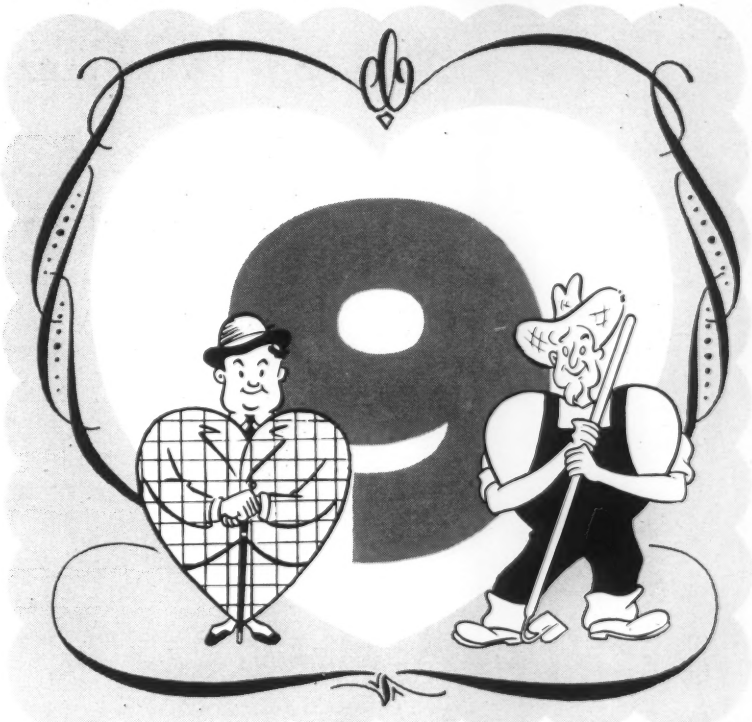
THE TELEVISION plan proposed by the National Collegiate Athletic Assn.'s television committee represents practically no advance over the feudal arrangements of former seasons. If adopted, it will retain all the restrictive features which have prevented the public from seeing the quality and quantity of football television it desires.

The hope must remain that the Big Ten will find support for its effort to break down the NCAA monopoly, but this cannot be regarded as more than a hope. There is little evidence of general revolt among the docile NCAA membership.

It does seem inconsistent that colleges and universities which are dedicated to the principle of freedom of thought and action should join, out of fear of commercial losses at the box-office, in as rigid and dictatorial an agreement as that proposed by the NCAA's tv committee.

"FAMOUS FIGURES"

in the Heart of America



There have been many "Famous Figures" come from the Heart of America. They have played important roles in government, in literature, in show business, in science and in progress.

To an advertiser with a product or service to sell in the great Kansas City Trade Area, few are more important than the figures who symbolize The KMBC-KFRM Team—Casey and Kansan.

For years, they have been turning in the top performance in Heart of America radio—programwise, promotion-wise, facilities-wise and most important, SALES-WISE! Yes, indeed, Casey and Kansan, famous figures are producing "Favorite Figures" (sales figures) for many happy advertisers.

Another famous figure which has sky-rocketed to the top is that big figure 9—with the CBS television eye. It's KMBC-TV backed with the same know-how that has spelled dominance for KMBC and KFRM.

Any way you figure, you can hit a *new* figure with an advertising campaign on The KMBC-KFRM Team, KMBC-TV or both. Write, wire or phone Midland Broadcasting Company, Kansas City, Mo., or your nearest Free & Peters colonel today.

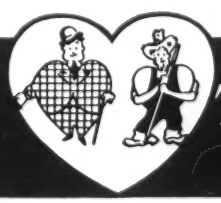
Use the "Famous Figures" who can make your product into a "Famous Figure"!

KMBC·TV

BASIC AFFILIATE CBS TELEVISION NETWORK . . . SHARING TIME WITH WHB-TV

CBS channel

KANSAS CITY, MO.



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA